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LAND DEVELOPMENT PLAN REIDSVILLE, NORTH CAROLINA

1964



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LAND DEVELOPMENT PLAN AND THOROUGHFARE PLAN REIDSVILLE, NORTH CAROLINA

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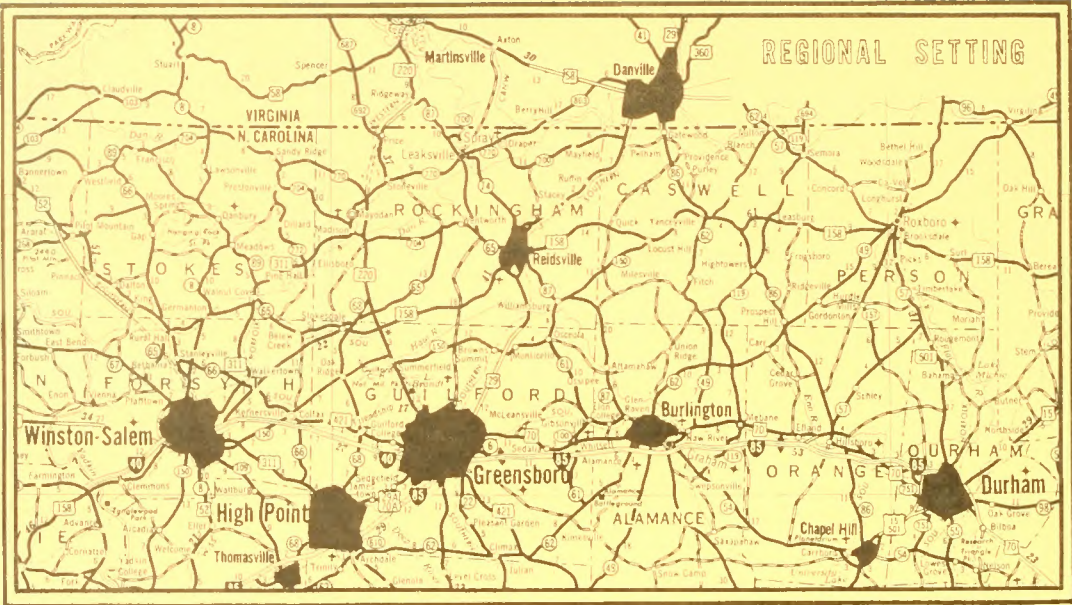
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INTRODUCTION

INTRODUCTION

The Division of Community Planning, for the past two years, has been assisting the local planning board in developing a comprehensive planning program. One of the major objectives in this program has been to formulate a land development plan that can serve as a guide for improving the appearance and livability of Reidsville. In this report, the proposed development plan, including the thoroughfare plan is presented.

FOUNDATION FOR THE PLAN



THE SETTING

GEOGRAPHICAL LOCATION

Reidsville is located in the north central portion of the Piedmont in Rockingham County, midway between Greensboro, North Carolina, and Danville, Virginia. Winston-Salem is forty miles to the southwest and Burlington is twenty-seven miles to the southeast. With a population of approximately 14,300, Reidsville is the largest community in Rockingham County and the largest incorporated area in North Carolina north of a line connecting Asheville, Winston-Salem, Burlington, Raleigh, Rocky Mount, and New Bern. Reidsville is on the periphery of the populous Piedmont Crescent; however, within a forty mile radius live over three-fourths of a million people.

U.S. Highway 29 and 158 and North Carolina Highways 14, 65, and 87 serve Reidsville, as indicated on the regional map. Rail service is provided by the Southern Railroad with the main line between Washington, D.C. and Atlanta, Georgia, extending in a longitudinal direction through the community.

Limited air service is available at a small private airport one mile southwest of the corporate limits; and commercial service is furnished by Capital, Eastern, and Piedmont Airlines at the Greensboro, High Point, Winston-Salem Regional Airport, 35 miles to the southwest.

HISTORICAL DEVELOPMENT

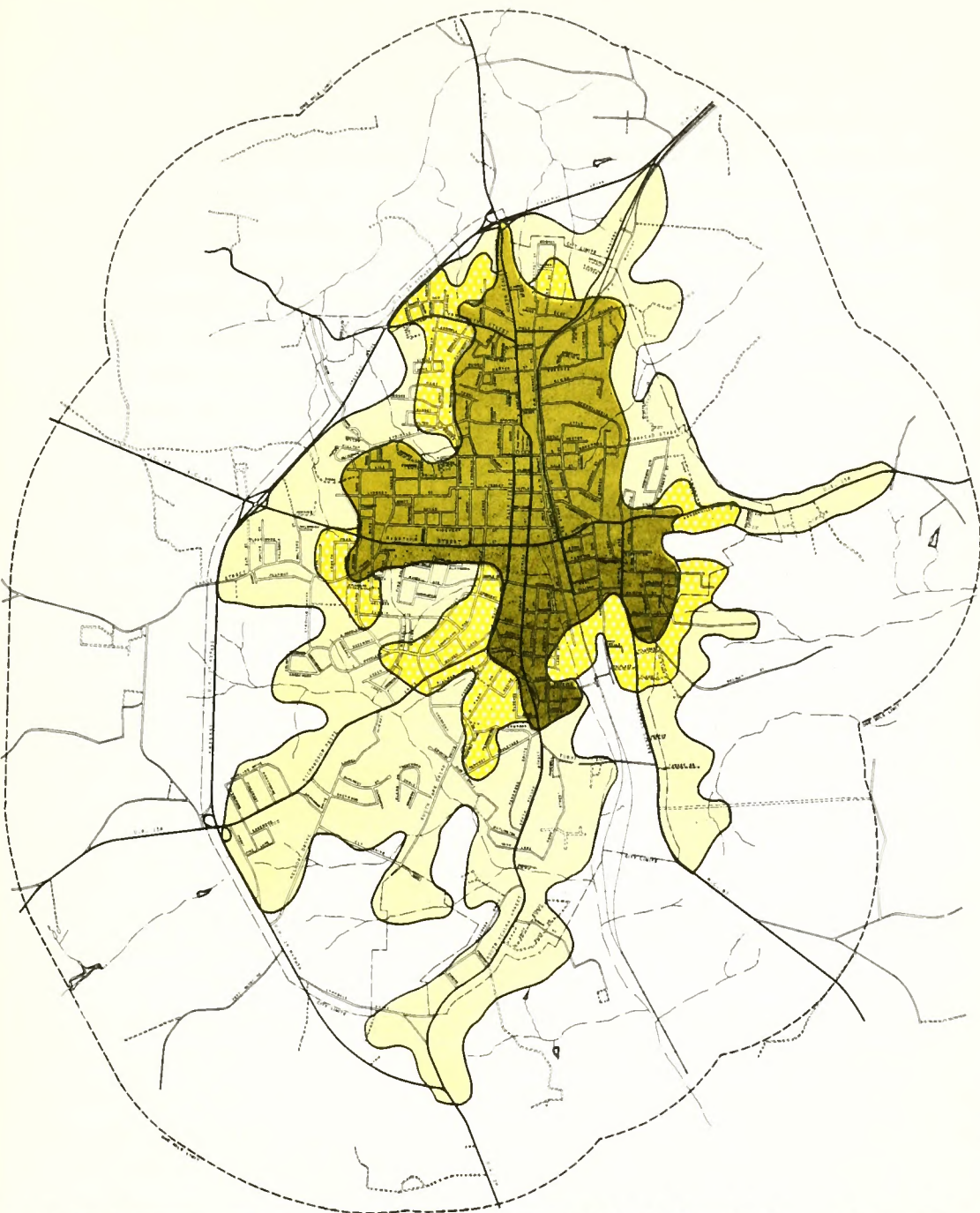
The area that is now Rockingham County was first settled in the 1760's by patriots seeking political and religious freedom. In 1785, Rockingham County was formed from the northern portion of Guilford County. Thirteen years later, in 1798, Wentworth was established as the county seat.

During the early 1800's Rockingham County was still predominately a sparsely populated rural county, although

during this period more and more people were settling in the county. To the north of Rockingham County there was a growing concentration of population in the area that is now Danville, Virginia; to the south there was also emerging another urban area now called Greensboro. By the middle of the nineteenth century, a road was constructed between these two urban centers and stagecoach service was provided. The halfway point between these two centers was in the southeastern portion of Rockingham County where Reidsville is now located -- at that time marked only by a county post office, a general store, and two residences. In 1863 the road between Greensboro and Danville was paralleled by the construction of the Piedmont Railroad. The halfway point and the principal stop between the two urban centers was the small community with the post office, the general store, and two residences.

In 1866, three years after the construction of the railroad, a Mr. May Oaks, apparently realizing the potential of the area, built the first hotel. This was followed by the construction of a second store a year later and a second hotel by 1871. In Reidsville's history the year 1871 is more significant, however, because it marked the beginning of manufacturing in the community. Interestingly, it was a tobacco processing operation located in the basement of one of the two general stores. This small manufacturing operation apparently was the fertile seed that the community needed, as in the following year two tobacco warehouses were opened and within twelve years the area had developed to a point where ten to twelve plug and twist tobacco factories were in operation.

Reidsville became incorporated in 1873 and by 1880, the date of the first decennial census, there were 1,316 people living within the corporate limits. By 1900 the community had continued to grow in area and in population to where it was the largest community in Rockingham County. In



REIDSVILLE PLANNING AREA
ROCKINGHAM COUNTY
NORTH CAROLINA

URBAN DEVELOPMENT

1926

1939

1962

0 1000 2000 1200
SCALE IN FEET

1904 the economy of the area received a further boost (and in retrospect the most significant) with the opening of the American Tobacco Company's plant. By 1910, Reidsville had a population of 4,820 with over 1.6 square miles of land within the corporate limits.

In the intervening years since 1910, Reidsville has continued to expand its industrial base and attract new residents to where there are now approximately 14,300 people living within the incorporated area of 7.1 square miles.

The patterns of urban development for 1926, 1939, and 1962 are indicated on the map on the preceding page.

SOURCE MATERIALS

"Twelve North Carolina Counties", The North Carolina Historical Review, Vol. VI, No. 2, (April 1929)

Betty Sue Gardner - In Memory of Confederate Veterans of Rockingham County (1961)

Sketches of the County of Rockingham, North Carolina (1884)

The Reidsville Weekly Review, Vol. 7 (February 27, 1889)

Bill Sharpe - A New Geography of North Carolina, Vol. 1 (Raleigh, 1954)

Work Project Administration, North Carolina State Planning Board, The Real Property Survey Reidsville, North Carolina (1939-1940)

POPULATION

The population of the incorporated area of Reidsville in 1960 was 14,267.^{1/} This represented approximately 80 percent of Reidsville Township's population and 20 percent of Rockingham County's population. Reidsville is the largest incorporated community in the county, however, the Leaksville-Draper-Spray complex 12 miles to the northwest is the largest urban area.

Reidsville Township is currently increasing in population at a faster rate than any of the other townships in the county and if the trends continue, by 1970 or 1975 Reidsville Township will become the largest township with the largest urban area in the county. Comparing the growth rates of Reidsville and Reidsville Township with the entire Piedmont Crescent, the former areas are growing at a faster rate. If a comparison is made with communities over 14,000 in the Piedmont Crescent, both Reidsville and the township are growing at a slower rate than most of these communities.

A detailed analysis of the population and economy of Reidsville was made by the Division of Community Planning in the spring of 1963 and reference is made to this study, which was summarized in report form and is available in the Municipal Building, for a complete analysis of the population.^{2/} Because of the importance of population projections in planning, the 1970 and the 1980 population projections for Reidsville, Reidsville Township, and Rockingham County have been extracted from this earlier report and are presented on the following page.

^{1/} U. S. Bureau of Census Figures.

^{2/} Population & Economy, Reidsville, North Carolina, North Carolina Department of Conservation and Development, Division of Community Planning, 1963.

1970-1980 POPULATION PROJECTIONS FOR REIDSVILLE,
REIDSVILLE TOWNSHIP, & ROCKINGHAM COUNTY

	<u>1950^{1/}</u>	<u>1960^{1/}</u>	<u>1970</u>	<u>1980</u>
Reidsville	11,708	14,267	15,500	17,600
Reidsville Township	15,198	17,772	19,600	21,100
Rockingham County	64,816	69,629	71,900	73,200

1/ U. S. Bureau of Census Figures.

There are many variables that can cause deviations in the above population projections; to mention a few, the vitality of the local economy, the attractiveness of the community, the appearance of the downtown area, the local tax structure and tax rate, the availability, adequacy, and costs of municipal services, and the availability of residential dwellings all contribute to whether or not an individual or family decides to move into a community or if already living in the community, whether or not to move away.

In Reidsville, as in many communities, one of the most important factors is the vitality of the economy. If it takes a noticeable upturn or downturn, it will very likely be reflected by a corresponding increase or decrease in the population growth rate. Because of this close relationship between the population and the economy, a brief discussion of Reidsville's economy is presented in the following section.

ECONOMY

Industry and retail business constitute the major segments of Reidsville's economy. In this section the vitality of these two segments of the economy are discussed. Reference is made to the population and economy report published in 1963 for a more complete analysis of the economy.

THE INDUSTRIAL BASE

Since the 1870's, Reidsville's economy has been centered around tobacco, first as a money crop and later, as a money crop and a raw material for the local tobacco processing industries. As a result of this reliance on tobacco, the economy fluctuates with tobacco yields, tobacco prices, and employment in the local tobacco-related industries. If farmers in the area have a good harvest and receive reasonable prices for their tobacco, there is a noticeable buoyancy in the economy resulting from the rural people being less reluctant to spend a sizable portion of their earnings. On the other hand, if farmers in the area experience a poor season and/or low prices for their tobacco, there is a general tightening of purse strings that is very readily detected by the local merchants. The same is true with the local tobacco processing industries, the major employers in the area. If employment is fairly stable with no prospects of cutbacks, the local businessmen can reasonably predict their weekly financial transactions. If, however, there are even rumors of a curtailment in production, it often immediately results in reduced spending.

In the past, the occurrence of poor harvests and/or low tobacco prices normally have been offset by a high level of employment and vice versa, thus keeping the local economy on a somewhat even keel. The fact cannot be overlooked, however, that the whole economy of Reidsville is centered around

tobacco and is therefore subject to the fluctuation of this one product. There is taking place, however, a very significant trend toward greater diversification of the industrial base that will, if it continues, add more stability to the local economy. In the 1920's the first major industry, not related to tobacco, located in Reidsville. In the intervening years other industries not related to tobacco have also located in Reidsville. The effect on the economy has been felt in many areas, but more important, this trend toward diversification has meant that the "tobacco" payroll dollars that have long aided in stimulating the local economy are now being increasingly supplemented by payroll dollars from non-tobacco related industries. At the present time as was pointed out above, the economy is still very sensitive to the fluctuations in tobacco yields, harvests, prices, and production. If, however, the trend toward diversification continues, the local economy should eventually become balanced to where fluctuations in the production of any one industry will not seriously affect the local economy.

RETAIL BUSINESS

Next to industry, undoubtedly the most important segment of the economy is retail business. In many respects, as was mentioned in the preceding section, the trends in retail business reflect the trends in industry. In addition, the trends in retail business also reflect the aggressiveness of local merchants. Retail sales, for example, are not likely to increase substantially no matter how many employment opportunities become available if the local merchants do not strive to "sell themselves" and add the necessary inducements to make people want to shop in the local stores. On the other hand, if a continuous and diligent effort is made to promote shopping locally, it is entirely possible for retail business to continue to improve even when other segments of the economy are behaving sluggishly.

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particularly Greensboro, are syphoning a considerable amount of retail business from the local merchants. In all probability, one of the major reasons why the community has not experienced more serious consequences from the low annual retail sales and per capita retail sales is that virtually all of the retail business is being transacted in a few major stores in the central business district; thus the volume of retail sales and the annual increase has been sufficient to provide a reasonable margin of profit for most of the business establishments.

Looking to the future, the stability of the retail business segment of the local economy is likely to become more delicately balanced and increasingly sensitive to the fluctuations in other segments of the economy if a cooperative and energetic effort is not made to (1) improve the appearance of the downtown area and (2) encourage more people to shop locally.

LAND USE ANALYSIS

The Reidsville Planning Area, which includes the incorporated area and the fringe area within one mile of the corporate limits, envelops approximately 22 square miles of land. In this chapter, development patterns and development problems in the Planning Area will be discussed, concluding with a discussion of each of the major land use categories found in the area.

DEVELOPMENT PATTERNS

Unlike Greensboro and many other communities, Reidsville is not growing in a circular fashion. As was pointed out earlier, most of the urban development occurring in this century has been in the southwest quadrant with very little expansion in the other quadrants. There are many partial explanations for this phenomenon, but undoubtedly the major contributive factor has been the topography. As indicated on the map on page 20A, much of the land north and east of the central business district has slopes greater than 15 percent while to the south and southwest, most of the land has slopes less than 15 percent.

Prior to 1958 and the construction of the bypass, development had begun to string out in a linear fashion along the major radial streets in the south and southwest. The construction of the bypass in 1958 set up a barrier to the extension of this type of development, and in the intervening years the prime vacant land between the bypass and the urban area has begun to be developed.

East of the railroad, the land is dissected by numerous and rather deeply entrenched streams with slopes greatly exceeding 15 percent in some areas. Development in this area has been mainly restricted to the properties adjacent to the streets that extend along the ridges.

MIXED LAND USES

There is not the mixture of land uses in Reidsville that is often found in other communities. Most of the commercial uses are located in or near the central business district, and the industrial uses with two or three exceptions are all located in close proximity to the railroad. The residential areas are likewise noticeably free of incompatible uses that can destroy the residential character of neighborhoods. There are, nevertheless, some areas in Reidsville where there are undesirable mixtures of land uses. Probably the two most noticeable would be the area east of the railroad between Carter Street and Harrison Street and the area adjacent to South Scales Street between Harrison Street and Parkway Boulevard.

Within the next five to ten years, it is very probable that there will be a significant increase in the mixture of undesirable land uses in Reidsville unless firm measures are taken, primarily through the zoning ordinance, to prohibit non-residential uses from infiltrating into the residential areas. There are at least two major reasons for this conclusion:

First, urban development is rapidly spreading out, engulfing areas that in the past have been rural in character. To date, these newly developed areas are residential with little or no commercial uses mixed in with the dwellings. Within the next few years, as the population densities increase in these areas, it will become increasingly financially feasible for supplementary land uses, such as grocery stores, drug stores, dry cleaning establishments, etc. to locate in these areas.

Secondly, the mixture of undesirable uses will likely increase in the next few years by the fact that the community is reaching a geographical size and population where it can support many business activities that would not be financially

profitable in smaller communities. Also, the community is reaching a population size where it is becoming increasingly feasible to have branch or duplicate facilities of those located in the central business district.

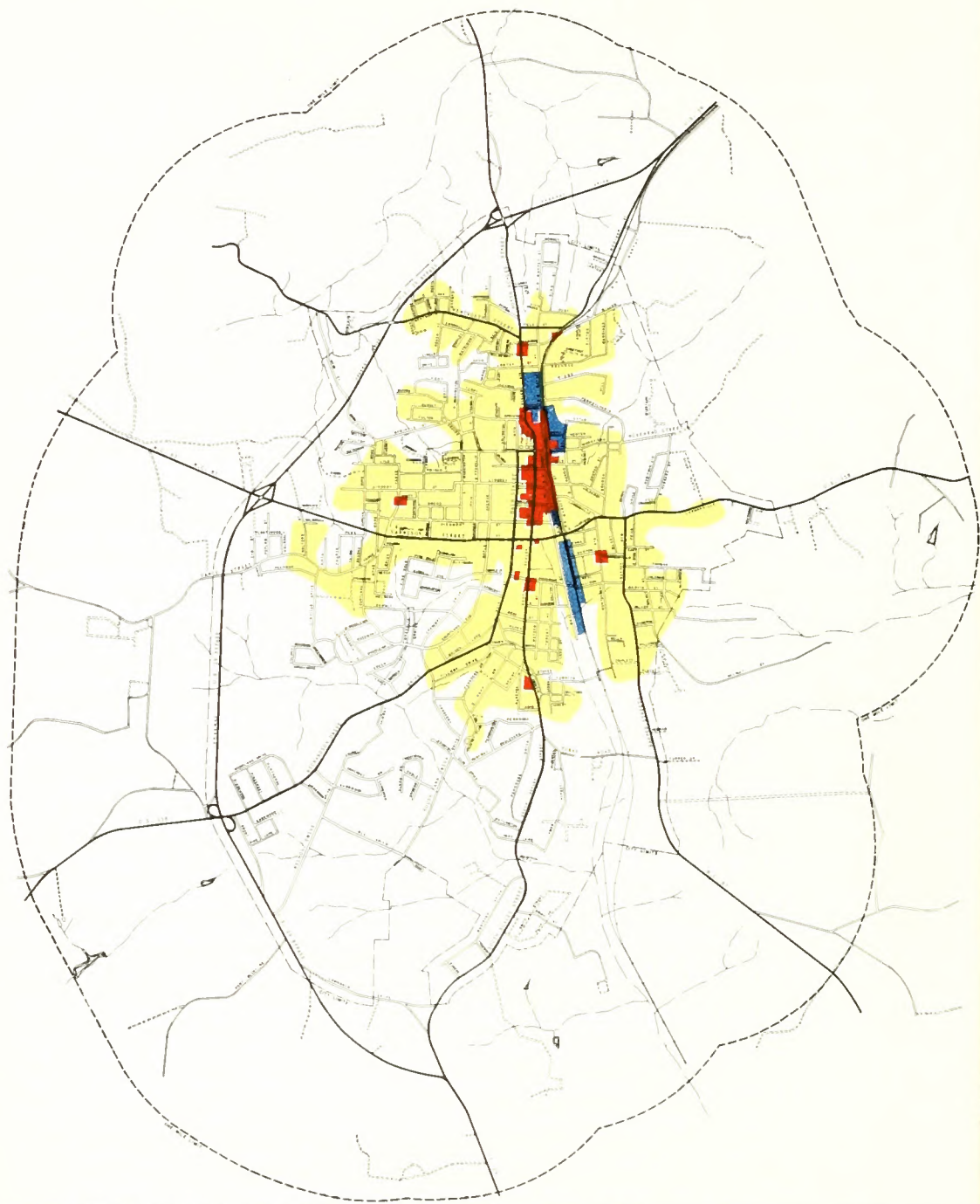
Unless desirable locations are provided for these uses in accordance with an over-all development plan, these uses will begin appearing in undesirable locations, possibly destroying the character of well established neighborhoods.

LAND USE

In the fall of 1962, the Division of Community Planning conducted a detailed land use survey of the Reidsville Planning Area. All of the land uses within the area were surveyed and plotted on a map. To aid in the identification of the numerous uses found in the area, the uses were grouped into categories according to their major function. For example banks, general office buildings, and barber shops were classified as SERVICES. Furniture stores, variety stores, and clothing stores were classified as BUSINESS-Retail, etc.

Following is a discussion by major categories of the land uses in the Reidsville Planning Area. The existing land use map is on the following page. In order to obtain some idea of the development that has taken place during the last twenty-five years, a map showing development in 1939 has also been included.

Residential Development: Within the corporate limits of Reidsville, 1,291 acres of land are being used for residential purposes. This represents approximately 27 percent of all the land within the corporate limits and 54 percent of the developed land as indicated in the table on page 19. These findings indicate that although Reidsville is essentially a residential community, the actual land being used for residential purposes represents only a small percentage of the total incorporated area.

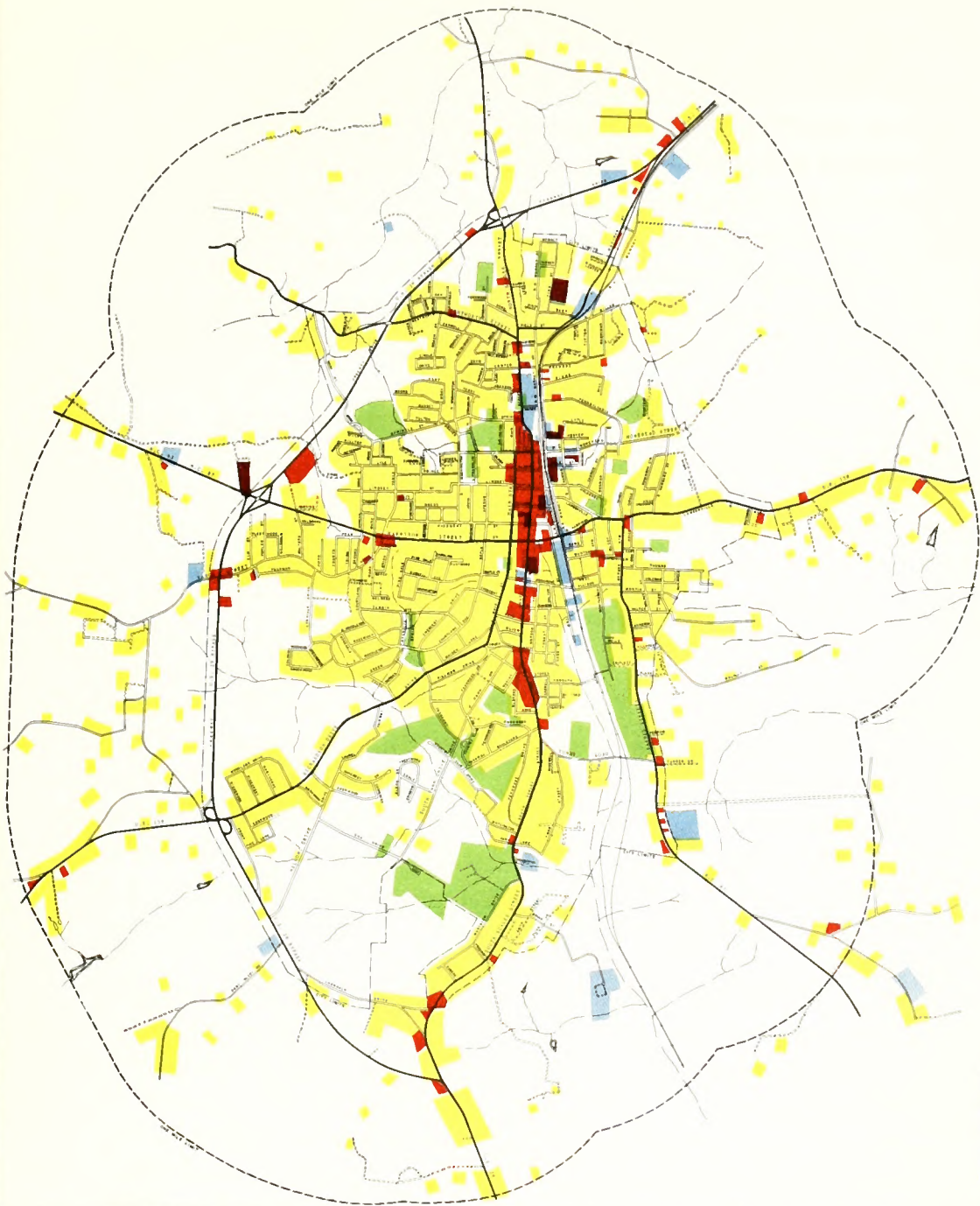


REIDSVILLE PLANNING AREA
ROCKINGHAM COUNTY
NORTH CAROLINA

0 1000 2000 3000
SCALE IN FEET

1939 LAND USE

- RESIDENTIAL
- BUSINESS
- INDUSTRY



REIDSVILLE PLANNING AREA
 ROCKINGHAM COUNTY
 NORTH CAROLINA

0 1000 2000 3000
 SCALE IN FEET

EXISTING LAND USE

- RESIDENTIAL
- BUSINESS
- WHOLESALE
- INDUSTRY
- SOCIAL AND CULTURAL

Approximately 97 percent of all the residential land within the corporate limits is used for single-family dwellings; while three percent of the residential land is being used for multi-family dwellings.

Within the one-mile fringe area around the corporate limits, no measurement of residential land was made because of the rural character of the land.

Business: There are approximately 65 acres of land devoted to business purposes within the corporate limits of Reidsville. Of this total acreage, approximately 62 percent is classified as business-retail and 38 percent business-wholesale.

These percentages, like the others in this section, pertain only to land being used. There are many more business-retail establishments than business-wholesale establishments, however, the former uses occupy very little land while the latter uses, which include tobacco warehouses, are large land users.

In 1939 most of the retail uses were located on Scales Street between Harrison Street and the American Tobacco Company as indicated on the 1939 Land Use Map. Today, most of the retail uses have expanded in a linear fashion along Scales Street to where Wentworth Street now marks the northern limits and Turner Road the southern limits.

Most of the wholesale uses are located in a linear fashion along the railroad. One major exception is the large tobacco warehouse located on King Street in a residential area.

The bulk of the business-retail uses not located on Scales Street consists of a few small stores and shops scattered throughout the residential areas that cater mainly to the residents living in close proximity to the businesses. These establishments range from drug stores and grocery stores to sweet shops. In some instances, these retail businesses have been well maintained and are an asset to the surrounding

residential areas. In other instances, such businesses represent nothing but an eyesore and a liability to the surrounding residential areas.

Industry: The industrial acreage and the industrial pattern in Reidsville has changed very little from what it was in 1939, as indicated on the maps on pages 13A and 13B. As was pointed out earlier, most of the industrial uses are located in a narrow belt along the Southern Railroad. Currently, approximately 42 acres are in industrial use. This represents 1.8 percent of the developed land and 0.9 percent of the total acreage within the corporate limits. Of this acreage, approximately 26 percent is being used by tobacco industries and 27 percent by textile industries. As indicated in the following table, Reidsville's percentage of industrial land is considerably lower than that of other communities. One of several partial explanations for this is that in most of the communities, substantial acreages are devoted to off-street parking and loading facilities for the industries (such land is classified as industrial). In Reidsville most of the industrial acreage is occupied by industrial buildings and related facilities with very little land used for off-street parking.

INDUSTRIAL LAND USE
REIDSVILLE & SELECTED NORTH CAROLINA COMMUNITIES

<u>Community</u>	<u>Percent of Developed Land Being Used For Industrial Purposes</u>
Reidsville	1.8
Fayetteville	4.1
Greensboro	3.0
Lexington	7.0
Salisbury	7.7
Thomasville	7.5
Wilson	4.8

In the one-mile fringe area around the corporate limits, approximately 57 acres are in industrial use. This is 14 acres more than the 42 acres in industrial use within the corporate limits. There are only a few industrial uses in the fringe but the majority are large land users. For example, the large lumber mill on the east side of Barnes Street south of Turner Road is classified as an industrial use as well as the automobile junk yard on U.S. 29 bypass north of the corporate limits and the sewage treatment facility south of the corporate limits near the railroad.

Services: The uses in this category are similar in many respects to business-retail uses except, they supply needs of an intangible nature to the public.

Most of the service uses in Reidsville are located within the central business district or in close proximity to it, however, the larger land users such as motels, restaurants, etc., are located in the fringe area.

Approximately 51 acres are in this category. This represents about three percent of the developed area or one and one-half percent of the incorporated area. In the one-mile fringe area, approximately 15 acres are in this category.

Social and Cultural: Included in this category are the local schools, churches, medical facilities, cemeteries, golf courses, and other uses that contribute either to the social or cultural well-being of the community.

Within the corporate limits there is a total of approximately 231 acres in this category. This represents about 12 percent of the developed land and 6 percent of the incorporated area. In the one-mile fringe area approximately 35 acres are classified as being used for social or cultural purposes.

Although Reidsville is essentially a residential community composed of residents with a relatively high standard of living, there are few facilities in the area specifically

designed to meet their social and cultural needs.

Transportation: The transportation land uses in Reidsville consist of street rights-of-way, alleys, railroads, and related uses. Within the corporate limits over one-fourth of the developed land or approximately one-seventh of the incorporated area is being used for transportation purposes. The street system, as might be expected, accounts for most of this acreage.

In some areas of Reidsville, the streets have been laid out in an adequate but conservative manner resulting in relatively low street acreages. In other areas, there are many unnecessary streets resulting in relatively high street acreages. To illustrate this, the streets in the Woodland Subdivision and many of the newer subdivisions have been laid out to open large parcels of land, yet through careful planning the land has been fully utilized with the street system representing approximately 15 to 20 percent of the total land being developed. In contrast, in some of the older sections of the city such as between Wentworth and Piedmont Streets west of the central business district, there are numerous, small, often odd-shaped blocks with the street system occupying 30 to 45 percent of the developed land. There are many explanations for this undesirable type of development which results in a relatively high percentage of land being in streets. The end results, however, usually have been that the developers have had fewer lots to market and the municipality has had more streets to maintain.

In Reidsville, approximately 666 acres are being used for transportation related purposes. This acreage equals approximately 28 percent of the developed land and 14 percent of the incorporated area. The street system accounts for 612 of the 666 acres or about 25 percent of the developed land. In the one-mile fringe area approximately 301 acres

are being used for transportation related purposes with 279 acres of the 301 being used for the streets and roads.

Undeveloped Land: Within the corporate limits, a total of approximately 2,352 acres or half the total acreage within the city is undeveloped. The land in this classification ranges from the parcels that are undeveloped for physical reasons such as rugged topography to prime parcels that are either undeveloped because of the lack of demand or because the owners do not desire to sell or develop their land at the present time. The size of these vacant parcels vary from the small vacant parcels in developed areas to the much larger parcels near the corporate limits that encompass several areas.

Reidsville is fortunate in many respects to have such a large acreage of undeveloped land as this makes it possible for the municipality to absorb much of the anticipated population growth within the present corporate limits where municipal facilities and services can easily be provided. As indicated on the map on page 13B, most of the undeveloped acreage is located in the southwestern quadrant of the city in areas well-suited for urban development.

STATISTICAL ANALYSIS OF LAND USE
REIDSVILLE, NORTH CAROLINA

Land Use Classification	Incorporated Area		Fringe Area ^{1/}		Planning Area	
	Acres	Percent of Land	Acres	Percent of Land	Acres	
Residential	1,290.6	53.9	-	27	-	-
Production	42.4	1.8	56.7	.9	99.1	99.1
Manufacturing	(30.7)	(72.4)	(33.1)	-	(63.8)	(63.8)
Other	(11.7)	(27.6)	(23.6)	-	(35.3)	(35.3)
Business	65.2	2.7	11.2	1.4	76.4	76.4
Retail	(40.3)	(61.8)	(6.6)	-	(46.9)	(46.9)
Wholesale	(24.9)	(38.2)	(4.6)	-	(29.5)	(29.5)
Services	50.7	2.1	14.9	1.1	65.6	65.6
Social & Cultural	281.7	11.7	36.3	6.0	318.0	318.0
Transportation	665.8	22.8	300.9	14.0	966.7	966.7
Streets	(611.7)	(91.9)	(278.9)	-	(890.6)	(890.6)
Railroads	(46.6)	(7.0)	(22.0)	-	(68.6)	(68.6)
Other	(7.5)	(1.1)	-	-	(7.5)	(7.5)
Developed Land	2,396.4	100.0	8,639.4 ^{2/}	50.4	12,282.7 ^{2/}	12,282.7 ^{2/}
Undeveloped Land	2,352.7			49.6		
Total	4,749.1		9,059.4	100.0	13,808.5	

(7.4 square miles) (14.2 square miles) (21.6 square miles)

^{1/} That portion of Reidsville Township within one mile of the corporate limits of Reidsville.

^{2/} Sum of Residential and Undeveloped Land.

PHYSICAL DETERMINANTS OF LAND USE

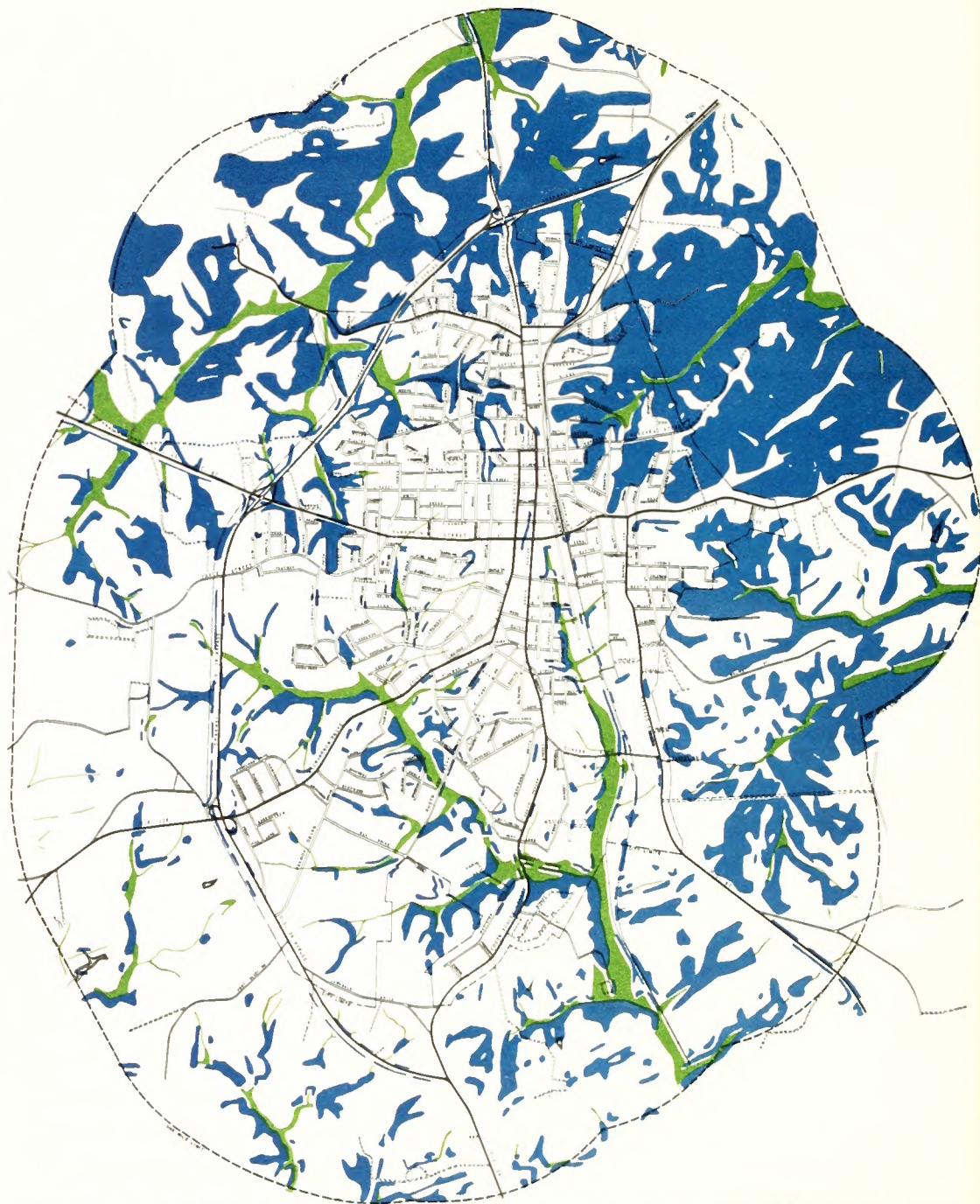
There are numerous physical factors that affect or should affect the pattern and intensity of urban land development. This section is devoted to a discussion of the major identifiable factors that should be considered in planning for the future orderly growth of Reidsville.

TOPOGRAPHY

If it were necessary to identify one factor that has more than any other influenced the pattern of development in Reidsville, it would unquestionably be topography. As indicated on the map on the following page, a large percentage of the land in the Reidsville Planning Area has slopes greater than 15 percent. In fact, in the north and east portions of the community there are several areas with slopes exceeding 30 to 40 percent. Normally 10 to 15 percent is considered the maximum for urban development.

Early development in Reidsville occurred mainly between Harrison and Carter Streets and Washington and Harris Streets in a relatively level area where several ridges intersect. As the community grew in size, development expanded in all directions. It was not long, however, until expansion to the north and east and to the northwest, to some extent, was curtailed by rugged topography. Urban development in the south and southwest continued, however, because the land in this area was suitable for urban uses since it had only moderate slopes. Today, development in the other quadrants of the community has virtually ceased because of topographic conditions while development is still taking place in the southwest.

In the fringe areas, the topographic conditions are similar to those within the corporate limits, with the most suitable areas for urban development being in the southwest



REIDSVILLE PLANNING AREA
ROCKINGHAM COUNTY
NORTH CAROLINA

GENERALIZED TOPOGRAPHY
MAP

0 1000 2000 3000
SCALE IN FEET

■ AREAS WITH SLOPES
EXCEEDING 15 %
■ FLOOD PLAINS

and with the least desirable areas being in the northeast.

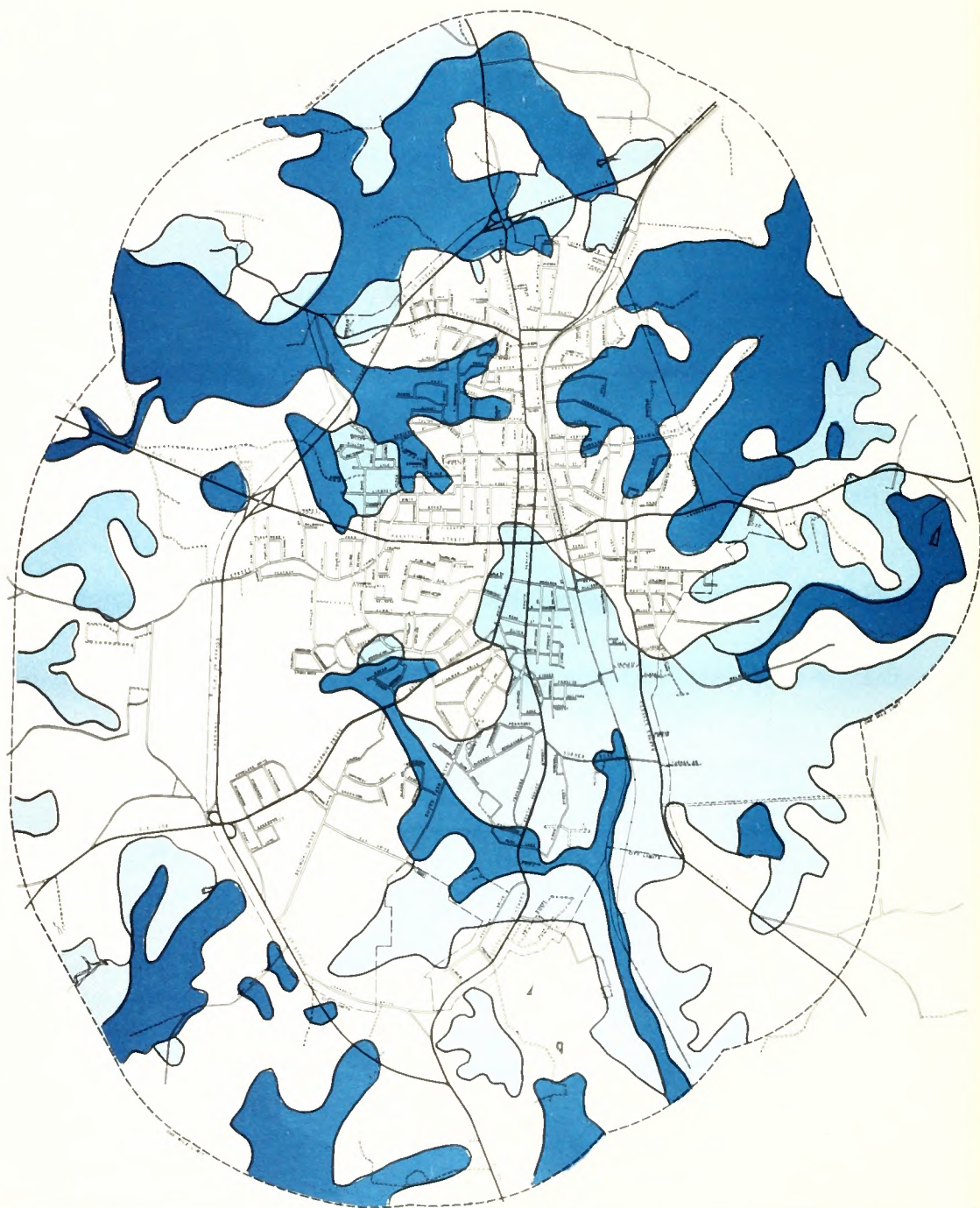
FLOOD PLAINS

Troublesome Creek and Wolf Creek are the two major streams in the area. Both of these streams and several of their tributaries, as indicated on the map on the preceeding page, have flood plains of varying widths for most of their length. These flood plains, as the name implies, are relatively flat and are subject to periodic flooding and therefore are not suitable for any type of urban development except recreation. In most instances, as indicated on the map, the plains are bordered by rather steep slopes.

NATURAL DRAINAGE AREAS

There are two major natural drainage areas in the Reidsville Planning Area. The largest is Troublesome Creek which drains the area south of Harrison Street and west of Barnes Street. The second largest stream is Wolf Creek which drains the area west of the railroad and north of Harrison Street. The areas east of the railroad are drained by several small finger-like tributaries that flow eastward into Hogans Creek.

The effect of this drainage pattern on urban development has been significant primarily because the municipal sanitary sewerage system is a gravity system and therefore the network lines must be confined to the drainage basin of the treatment facilities (unless pumps are provided). In Reidsville two treatment facilities are in operation, one north of the corporate limits on Wolf Creek and the other south of the corporate limits on Troublesome Creek. Since the drainage areas of these two streams are located mainly west of the railroad, most of the Planning Area west of the railroad can be "sewered" by extending existing lines. This



REIDSVILLE PLANNING AREA
ROCKINGHAM COUNTY
NORTH CAROLINA

SUITABILITY OF SOILS FOR
SEPTIC TANK SYSTEMS

- UNSATISFACTORY
- QUESTIONABLE
- GENERALLY SATISFACTORY

0 1000 2000 3000
SCALE IN FEET

means that new development in this portion of the community can be furnished municipal sewer service.

East of the railroad the same situation does not exist, as several small drainage areas extend into this area. Three pumping stations have been installed to provide municipal service to some of the densely populated areas. To expand the municipal sewerage service in this general area, however, would be extremely costly as additional pumping stations or treatment plants or both would be needed. With the amount of vacant land west of the railroad in areas that can be serviced relatively easy by extending existing sewerage lines, any development, other than low density residential development, to the east of the railroad should be discouraged if not prohibited unless the developers of any proposed development are either willing to provide their own sewerage treatment facilities or to be assessed by the municipality for the total cost of connecting a particular area to the municipal system.

SOILS

There are many ways that soils either directly or indirectly affect urban development. For example, soils that are exceptionally fertile and in agricultural use often are not readily available for urban purposes. Also, soils that have a high water content are often bypassed by developers. One of the most important relationships, however, between soils and urban development is the suitability of soils for septic tanks, especially where municipal sewerage facilities are not available. Unfortunately, this relationship is occasionally overlooked by developers.

As indicated on the map on the preceeding page, the soils in the northwest, north, and northeast are generally unsuitable or questionable for septic tank systems while the soils found in the southwest are generally suitable.

This means many of the areas in the northwest, north, and northeast not only have soils unsuitable for septic tanks but also they cannot easily be connected into the municipal sewerage system. This is another indicator that those undeveloped areas are not generally suited for urban development.

In the areas that are being considered for urban development with septic tank systems, the soils should be analyzed by the county or city health inspector to determine the suitability of the soils to handle the waste from the septic tanks.

GROUND WATER

With the present day methods of maintaining desirable water pressures over large areas and the new and improved equipment being put on the market every year to facilitate laying water lines, many developers install municipal water lines rather than drill or bore their own wells.

In Reidsville practically all the developed areas are currently served by municipal water lines, which can be expanded to meet new demands with relative ease. As a result, it is probable that more wells are being discontinued every year within the city than are being drilled or bored. In the one-mile fringe area, developers still must resort to ground water either through drilled or bored wells.

There is little information available on the quantity, quality, and depth of ground water in the Reidsville area. A report published by the North Carolina Department of Conservation and Development, Division of Mineral Resources in 1948 lists several wells in the Reidsville area. Reported depths of the ground water range from 15 to 70 feet with the depth and yields of wells ranging from 68 feet, yielding 20 gallons per minute, to 250 feet, yielding 15 gallons per minute. The highest recorded yield came from a 6 inch well at Edna Mills that is 160 feet deep, yielding 30 gallons per minute.

CONCLUSIONS

Following is an enumeration of the major conclusions drawn from the material presented in this section:

- (1) Reidsville is located in the sparsely populated center of what is otherwise a densely populated triangular area formed by Winston-Salem, Greensboro, and Burlington on the south and Danville and Martinsville, Virginia on the north.
- (2) The population of Reidsville is projected to increase by approximately 1,233 people by 1970 and 3,333 people by 1980. Depending on the degree of action taken locally to make the community more attractive and more livable, the population for 1970 and 1980 could greatly exceed the anticipated figures.
- (3) The economy of Reidsville is still centered around tobacco. There is, however, a trend toward diversification but the significance of this trend will depend to a great extent on the municipality's success in attracting new industries.
- (4) The local merchants are competing with the merchants of Winston-Salem, Greensboro, and other surrounding communities for the retail business of the people living in the Reidsville Planning Area. Because of this situation, local retail sales not only will fluctuate with the local economy but also with the "aggressiveness" of the local merchants in striving to entice more people to shop locally.

- (5) Most of the urban development since 1940 has been taking place in the south and southwest quadrants of Reidsville where most of the land has slopes less than 15 percent.
- (6) There is not the mixture of land uses in Reidsville that is often found in other communities.
- (7) There will likely be an infiltration of non-residential uses into residential areas (as Reidsville continues to grow in population and geographical size) unless firm measures are taken, primarily through zoning, to prevent this from occurring.
- (8) Fifty percent of the incorporated area is undeveloped.
- (9) The most suitable area for urban expansion is in the southwest quadrant of Reidsville in the drainage basin of Troublesome Creek.
- (10) The most unsuitable areas for urban expansion are in the northwest, north, and northeast portions of Reidsville where the topography is rugged and where it will be difficult as well as expensive for the municipality to provide adequate sewerage facilities.

LAND DEVELOPMENT PLAN

LAND DEVELOPMENT PLAN

The land development plan discussed in this chapter and graphically portrayed on page 28A is essentially a proposed guide for the future development of Reidsville. It is based upon existing conditions, local traditions and desires, and basic urban planning techniques. The development plan consists of two major parts: the land use plan and the thoroughfare plan. The land use plan is a proposal for the future use of the land in Reidsville. The thoroughfare plan is a proposal outlining major street improvements needed for improving traffic circulation.

The plan is formulated for a "planning period" of twenty years. This time span was selected as it is sufficiently long that most of the potential land development problems can be anticipated and steps taken to avoid the problems before they develop; yet sufficiently short that many elements of the plan can be initiated and guided to completion by active civic-minded citizens now interested in improving the community.

LAND USE PLAN

The land use plan was prepared using primarily locational standards for determining the most appropriate locations for residential, business, industrial, and social and cultural uses in the Reidsville planning area. It is not anticipated that the demand for urban land will be of such degree that all of the proposed areas will be fully developed within the planning period.

LOCATIONAL STANDARDS

Following is a listing of the major locational standards used in preparing the land use plan for Reidsville. More detailed locational standards are presented for each of the use categories discussed.

- (1) New urban development should be encouraged in those areas contiguous with existing development.
- (2) Urban development should be discouraged in areas where natural grade exceeds 10 to 15 percent.
- (3) Land uses requiring municipal water and sewer facilities should be located within the corporate limits or in areas that can later be annexed.
- (4) Large, traffic-generating land uses, such as industries, should be located adjacent to major thoroughfares; off-street parking facilities should be provided.
- (5) Urban development (excluding recreational areas) should be prohibited in those areas subject to periodic flooding.
- (6) Primary retail business uses should be located only in the central business district.
- (7) Linear development of business uses along public rights-of-way should be discouraged.
- (8) Unpleasant noise, smoke, and odor-producing uses should be permitted only on the eastern side of the community where the prevailing winds will carry the noise, smoke, and odors away from the urban area.
- (9) Land uses requiring municipal fire protection should locate within the Reidsville Fire District.

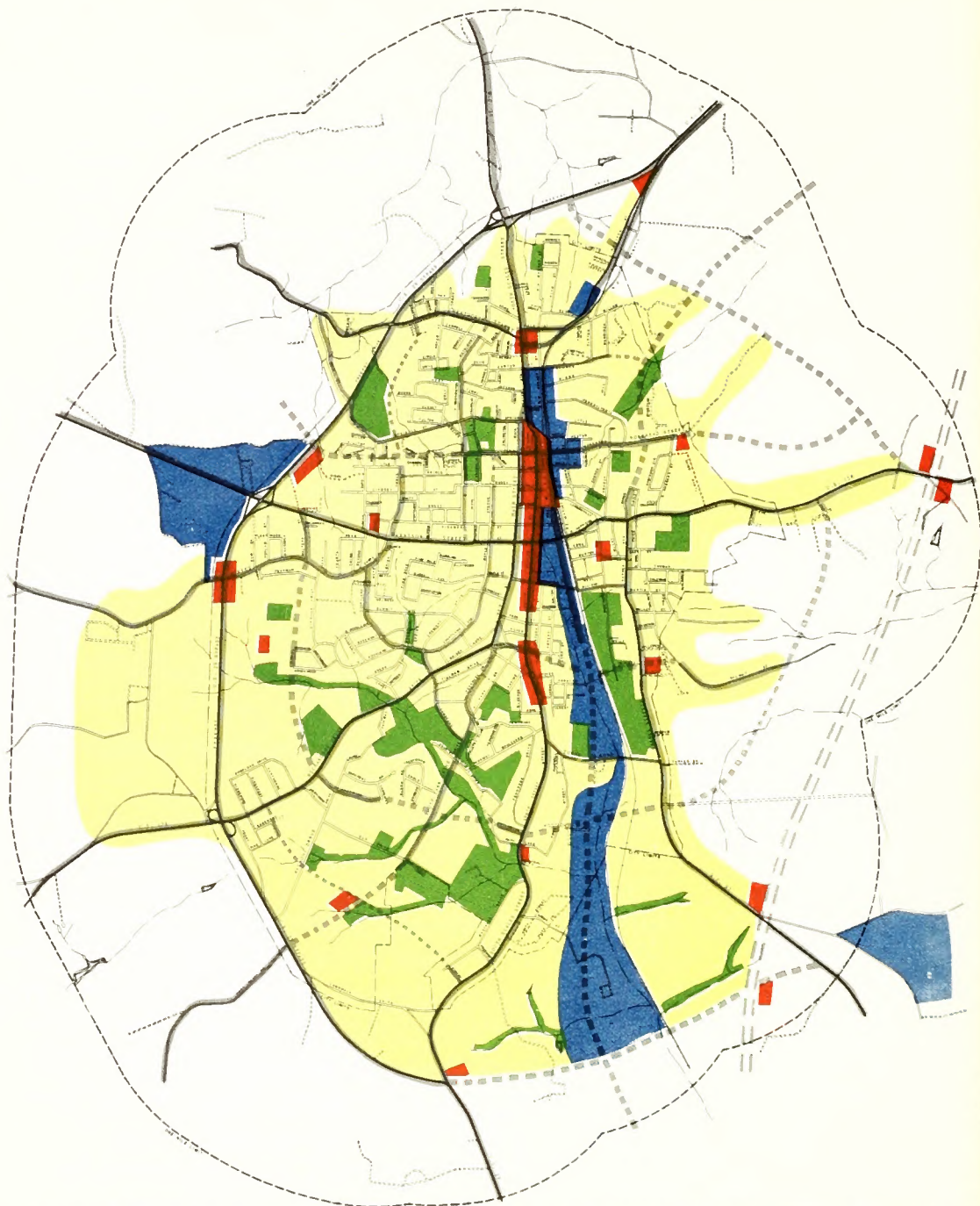
- (10) Social and cultural uses, including schools and recreational areas, should be located near the geographic center of the areas they serve.
- (11) Adjoining land uses should be compatible. Where necessary, buffers consisting of tall evergreen hedges should be provided to reduce the possibility of one use having an adverse effect on adjoining uses.

RESIDENTIAL DEVELOPMENT

Assuming that the population projections given on page 6 are reasonably correct, there will be an approximate increase of 350 families by 1970 with a total increase of 900 families by 1980. This means that within the next twenty years there is a possibility that at least 900 new homes will be constructed within the corporate limits. Some of these dwellings will be on vacant parcels scattered throughout the developed sections of the city; the bulk of the residential development, however, will likely be in new subdivisions in areas that are now vacant.

As a result of the findings presented in the preceding section that identified the southwest quadrant of Reidsville as the most suitable area for urban expansion, the entire area immediately east of the bypass and south of Vance Street is classified as residential on the land development plan. It is very probable that this area will absorb most of the new residential development within the planning period.

To the west of the bypass, the most suitable area for residential development is located between Vance Street Extension and Richardson Drive (U.S. 158). Within the planning period, residential development of this area will



REIDSVILLE PLANNING AREA
ROCKINGHAM COUNTY
NORTH CAROLINA

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SCALE IN FEET

LAND DEVELOPMENT PLAN

- RESIDENTIAL
- BUSINESS
- INDUSTRY
- SOCIAL AND CULTURAL

likely intensify; however, because of the lack of municipal sewerage facilities and because of the distance from the central business district, this area will probably remain predominately rural in character.

East of the railroad, most of the residential development during the planning period should be limited primarily to "filling in" or developing the scattered vacant parcels that now exist. There are, however, as indicated on the plan, a few areas suitable for new residential developments, the largest being between N.C. 87 and the Southern Railroad south of Turner Road.

Within all of the residential areas indicated on the plan, there will be small areas not suitable for residential development; and likewise, there will be small areas possibly suitable for limited residential development that are not indicated. To aid in determining the suitability of land for residential purposes in such instances, reference is made to the following locational standards.

Major Locational Standards for Residential Developments

- (1) Residential developments should be discouraged in areas where slopes exceed 15 percent.
- (2) Proposed residential sites should not be subject to flooding.
- (3) Proposed residential uses should be compatible with other existing and proposed uses in the area.
- (4) Proposed residential developments should be located only in those areas where adequate school facilities, recreational facilities, and fire protection can be provided.
- (5) Proposed residential development should be located only in those areas where the regulations set forth in the local subdivision

ordinance and zoning ordinance can be adhered to.

- (6) Septic tank systems should be permitted only in areas where the City or County Health Inspector finds the soils suitable for such systems.

BUSINESS DEVELOPMENT

In any community there are both desirable and undesirable locations for business uses. If they are situated in desirable locations, they usually prove to be an asset to the community; on the other hand, if business uses are permitted to locate in undesirable locations, they can create traffic congestion, lower surrounding residential property values, and in general be a liability to the community. Unfortunately, there is no clear-cut dividing line between what constitutes good and bad locations for business uses. It is possible, however, to define in general terms the major desirable and undesirable locational factors and then use these factors as guides in selecting locations for business uses. Before this can be done, though, it must be recognized that there are five major classifications of business uses in Reidsville. They are:

Central Business District Uses: Such uses include department stores, variety stores, hardware stores, clothing stores, jewelry stores, and other business uses normally having a relatively small amount of floor space and a large volume of pedestrian traffic.

Fringe Central Business District Use: Uses in this category are found in a belt around the central business district, projecting outward in a linear fashion along the major thoroughfares. Two major types of business uses are usually

associated with this area, one being uses that should be located in the central business district in that they generate a large volume of pedestrian traffic, but for some reason have chosen a marginal location; the other, businesses that are large land users, such as automobile sales, grocery stores, drive-in restaurants, etc., that requires a considerable amount of space for their business activities.

Neighborhood Business Uses: Business uses in this category are located in or adjacent to residential neighborhoods and cater to the residents living in the neighborhood. Included in this category are drug stores, grocery stores, small variety stores, and similar business uses.

Highway Serving Business Uses: Business uses in this category cater mainly to motorists. The uses include motels, restaurants, large service stations, and similar automobile oriented business uses.

Shopping Centers: The business uses in shopping centers range from nothing more than a concentration of a few neighborhood business establishments, catering to the surrounding residential areas, to regional shopping centers with several large stores that serve about the same function as the central business district.

Major Locational Factors for Business Uses

Below is a listing of the major locational factors that should be considered in selecting business locations.

Accessibility: Business uses should be easily accessible from thoroughfares, with entrances and exits situated so as not to create traffic congestion. Ample off-street parking facilities for employees and customers should be provided.

Compatibility with Surrounding Uses: Business uses should be located only in those areas where they will not adversely affect the character of the surrounding neighborhood.

Convenience to Customers: Business uses should be located near the geographical center of the residential area they serve.

Availability of Utilities: Business uses should be located in areas where the municipality can provide water and sewerage facilities, fire protection, and preferably, garbage collection.

Business Uses in the Reidsville Plan

Central Business District: The central business district of Reidsville is in many respects the heart of the community. What takes place in this area affects the entire community and likewise, what takes place in the community often influences the central business district. Out of convenience, necessity, or pleasure, most of the residents living in the Reidsville Planning Area rely to a great extent on the local stores to supply their needs. This magnetic effect of the central business district plus the radial nature of the street pattern which channels a considerable amount of traffic into the central area makes it the most visited area in the community. The importance of keeping it alive and attractive is imperative especially during this age of alluring shopping centers.

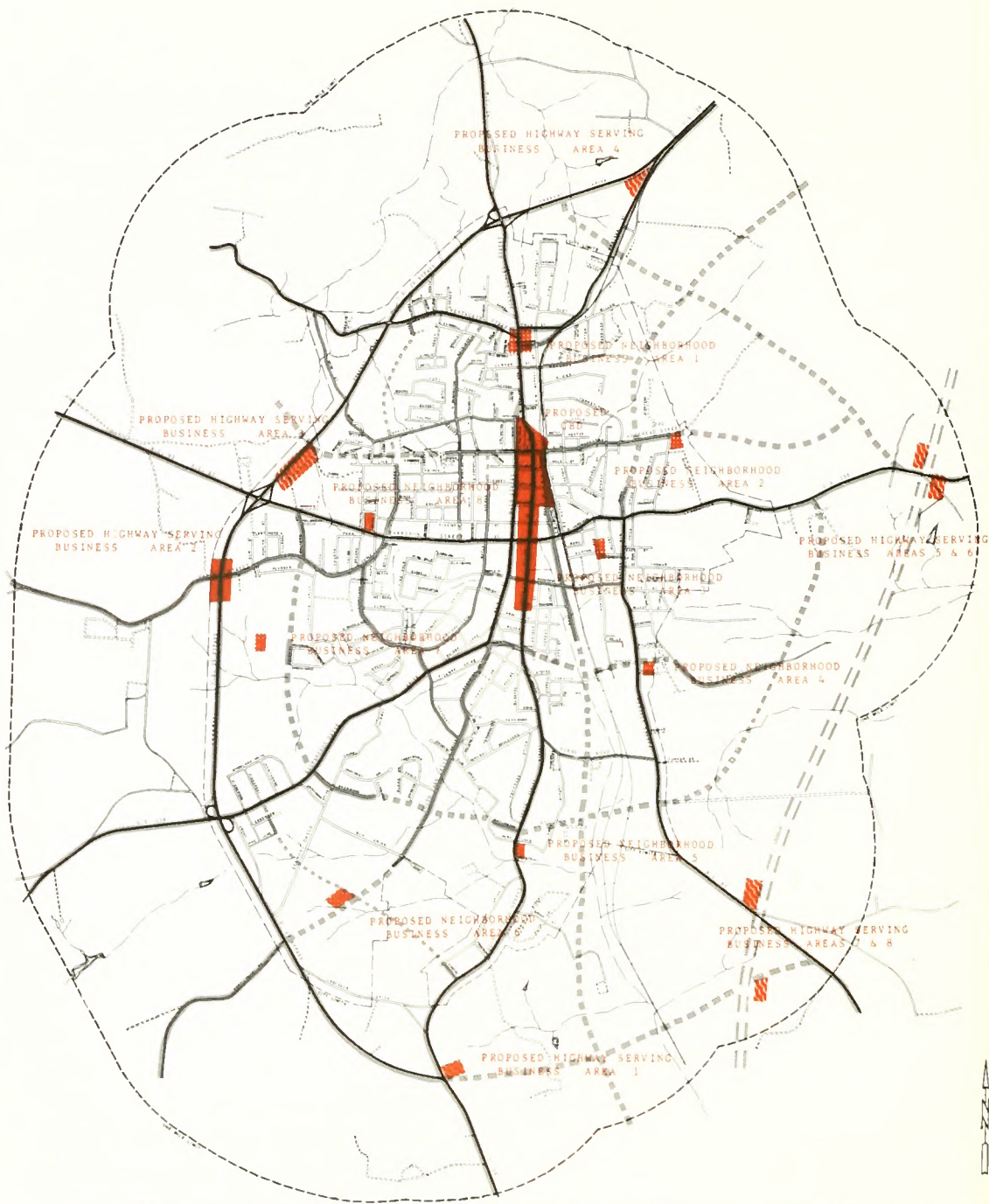
The local merchants are facing one of the most critical periods in their history. If they don't make an all out effort to attract and entice people to shop in the downtown area and thus make regional or even community shopping centers less appealing as financial investments, satellite central business districts, in the form of shopping centers, will begin appearing, syphoning the life blood from the downtown area.

On the land use plan on page 33A, the central business district is outlined in schematic form. The Division of Community Planning is currently making a detailed study and plan of the downtown area and reference is made to this study, for a detailed discussion of the central business district.

Neighborhood Business: As Reidsville continues to grow in population and geographical area, the need for neighborhood shopping facilities is going to increase. Currently, there are only a few neighborhood business uses scattered throughout the community; unfortunately, however, because of the lack of adequate controls for requiring off-street parking, buffers, and setback lines, the streets around these uses are often congested with traffic and the surrounding residential dwellings are often in an advanced state of deterioration.

It would be difficult or virtually impossible in some instances to correct these existing conditions. In planning for future development of neighborhood business uses it is possible, however, to select in advance of the actual need, desirable locations for these uses, and then through zoning, to not only reserve these sites, but, at the time of development, require off-street parking, buffers, and setback lines so that these uses will not be detrimental to the surrounding residential areas.

As indicated on the map on the following page, eight neighborhood business areas are proposed. Some of the areas are now developed for neighborhood business uses, other areas are in locations where it is becoming financially feasible to develop such uses, and still other proposed neighborhood business locations are in areas that are now undeveloped, but will likely become developed within the planning period. Following is a brief discussion of each of the neighborhood business locations indicated on the plan and on the map on the following page.



REIDSVILLE PLANNING AREA
ROCKINGHAM COUNTY
NORTH CAROLINA

PROPOSED BUSINESS AREAS

- CENTRAL BUSINESS DISTRICT
- NEIGHBORHOOD SHOPPING FACILITIES
- HIGHWAY SERVING BUSINESS

Area 1: For decades, there has been a concentration of neighborhood business uses at the intersection of Wentworth and Scales Streets. Within the last few years, however, the neighborhood types of business uses have diminished, being replaced by business uses that are not neighborhood oriented. Customers now shopping in these stores no longer come from the surrounding residential area, but rather from all over Reidsville. Since off-street and curb parking is very limited, the area is often congested with automobile traffic.

The residential and business structures in this area are beginning to need repair. In some instances, repairs have been made but in other instances it is obvious that needed repairs have not been made for several years. There is a need for a neighborhood business shopping center in this section of the community and this particular area is the most suitable location for such a center. The present size of the business area is adequate, but the structures need to be rejuvenated and made more eye appealing with off-street parking provided for employees and customers.

Area 2: This proposed neighborhood shopping site is located east of the central business district at the intersection of Morehead and Hubbard Streets. It is questionable if there is sufficient population in the area at the present time to make a neighborhood shopping facility financially feasible, but if the area continues to develop as it has in the past few years, such a facility will soon be needed.

Area 3: Area 3 is located east of the railroad at the intersection of Montgomery Street and Burton-Thomasville Streets. One or two businesses are still in operation in this area, however, they are not functioning as useful neighborhood businesses. The location of this business area is ideal as it is entirely surrounded by high density residential

development. It is therefore proposed in planning for the future growth and expansion of Reidsville that this location be set aside for neighborhood business uses. To be really functional and useful some of the structures will need to be replaced, others rejuvenated, and off-street parking will need to be provided for employees and customers.

Area 4: This site is located on South Barnes Street at the intersection of Triplett and Flack Streets. Neighborhood shopping facilities east of the railroad are very limited, especially south of Lawsonville Avenue. Area 4 is suggested as a suitable location for a small neighborhood shopping center.

Area 5: Area 5 is located on South Scales Street near Pettigrew Park. Currently there are a few businesses in this section of the community, however, they are not of a neighborhood business type. With substantial residential development taking place south of Pettigrew Park and with existing residential development north and west of the park, this area is very suitable for neighborhood business. The vacant site between Brookside Industry and South Scales Street is suggested as a proposed location. An alternate site would be to the northwest between Pennrose, Watlington, and South Scales Streets.

Area 6: This area is located southwest of Reidsville High School. The surrounding area is now vacant, but as has been indicated throughout this report, this area will likely be developed within a few years. A neighborhood business site should be reserved, preferably at the intersection of the two proposed thoroughfares southwest of the high school.

Area 7: This area is located between Richardson Drive and Vance Street in the vicinity of Linville Drive. The area is sparsely developed at the present time, but like the area to the south it will likely be developed within a few years. A suggested site for a neighborhood shopping center has been indicated on the plan and on the map on page 33A.

Area 8: Area 8 is located on West Harrison Street near the intersection of Vance Street. The suggested location for a neighborhood shopping facility is near the center of a sizable residential area that is becoming densely populated.

Major Locational Standards for Neighborhood Businesses

A generalized listing of locational standards for neighborhood businesses is given below. New uses should be required to conform to such locational standards. Existing uses should be encouraged to make the necessary improvements to conform to such standards to eliminate or at least reduce their adverse effect on the surrounding residential areas.

- (1) Off-street parking for employees and customers should be provided for all planned uses.
- (2) The sites for neighborhood businesses should be on major streets in locations where they are easily accessible both by foot and by automobile.
- (3) Street entrances and exits should be controlled (distance from corners, width of curb cuts, distance between curb cuts, etc.)
- (4) Only neighborhood business uses should be permitted to locate in these areas.
- (5) Buffers, in the form of tall evergreen hedges should be provided between neighborhood business areas and residential areas.

- (6) Neighborhood business uses should be permitted only in areas where the municipality can provide water and sewerage facilities, fire protection, and preferably garbage collection.

Highway Serving Business: Highway serving businesses consist mainly of those uses that cater to the motorist. The uses in this category consist of motels, restaurants, service stations, and similar uses. In Reidsville there are very few such uses, however, the number is increasing every year. At the present time most of the uses are scattered and far enough away from the developed areas that there exist no major conflicts of land use.

On the land development plan and on the map on page 33A, locations have been identified as suitable for highway-serving businesses. Following is a brief discussion of the eight sites.

Area 1: This area is located south of the corporate limits at the intersection of South Scales Street on U.S. 29 bypass. There is not an immediate need for a highway serving business area in this section of the community, however, when the proposed thoroughfare from U.S. 29 to N.C. 87 is constructed, a need will likely develop. Presently, neither municipal water nor sewerage lines extend into the area. Water lines, however, terminate only a few hundred feet to the north and could relatively easily be extended into the area. Sewage would either have to be pumped from the site northward to existing lines or a trunk line installed in an eastern direction from the site to near the sewage treatment plant, where a pumping station would need to be installed to pump the sewage into the treatment plant.

Area 2: Area 2 is located at the intersection of Vance Street and U. S. 29 bypass. This location is suitable for additional highway serving business uses, however, such development should not be permitted to spread in an uncontrolled linear fashion along the bypass. Municipal water lines extend into the proposed area but the municipal sewer lines terminate several hundred feet to the east. To provide this area with municipal sewer lines would require either installing a pumping station and pumping the sewage to where the lines now terminate on Vance Street, or installing a gravity trunk line down the natural drainage way to the southeast to a point where such a line could be tied into existing lines.

Area 3: Williams Motel and the adjoining restaurant and service station are located in area 3. This particular area is suitable for the existing highway serving business uses, however, because of the increasing congestion in this area it should not be enlarged. Neither municipal water nor sewer lines extend into this area.

Area 4: Area 4 is located north of the corporate limits at the intersection of U. S. 29 bypass and Madison Street. Like area 3, this is a congested area and therefore should not be expanded in size. Municipal water lines extend into the area. Municipal sewer lines terminate several hundred feet to the southwest.

Areas 5, 6, 7, and 8: These four areas are located along the proposed relocation route of U.S. 29. As the highway is being planned as a four lane divided facility, the most suitable locations for highway serving types of business uses would be those indicated on the plan and on the map on page 33A. Municipal water and sewer lines extend into areas seven and eight. Areas five and six are located several hundred feet beyond existing water and sewer lines.

Major Locational Standards for Highway Serving Business

- (1) Highways serving business locations should be near the intersection of major thoroughfares but only in areas where proper consideration can be given to highway safety, roadside beauty, and the general amenity of adjoining uses. Uncontrolled linear development should be prohibited.
- (2) Off-street parking for customers and employees should be provided for all uses.
- (3) Entrances and exits should be controlled. (distance from corners, width of curb cuts, distance between curb cuts, etc.)
- (4) Only highway serving business uses should be permitted in the area.
- (5) Buffers, in the form of tall evergreen hedges should be provided between highway serving business areas and residential areas.
- (6) Highway serving business uses should be permitted only in those areas where municipal or rural fire protection service is available.
- (7) Septic tank systems should be permitted only in areas where the City or County Health Inspector finds the soil to be suitable for such systems.

Regional and Community Shopping Centers: No regional or community shopping center locations have been indicated on the land use plan. The findings of the recent studies of the area's economy and the central business district tend to indicate that a regional or community shopping center with primary retail stores would have an adverse effect on retail sales in the central business district.

To prohibit large shopping centers, even though they are not needed, in many respects gives the central business area merchants a monopoly on the trade in the Reidsville area, and without competition there is not the incentive to "dress-up" the downtown area.

By not proposing a large shopping center in the development plan and by setting up rather rigid zoning requirements for centers in the proposed zoning ordinance, the planning board is essentially taking a final step in trying to preserve the economy of the central business district. If, within the next few months, an all out effort is not made to improve the appearance and economy of the central business district, it is going to become so financially attractive to establish one or more shopping centers in the fringe areas of Reidsville that no city ordinances, regulations, or persuasion will be sufficient to discourage shopping center development.

INDUSTRIAL DEVELOPMENT

Reidsville has been participating with scores of other communities in a highly competitive activity -- that of attracting new industries. In most instances, the communities that have experienced success in this venture have been those that have spent more money and time in searching for industry and in making their communities more livable. The communities, however, that have benefitted most from experiencing success in their industrial promotional efforts are those that not only have carefully selected sites which are attractive to industrial prospects, but also sites that can easily be supplied with municipal facilities and services and sites that are compatible with existing and proposed land uses in the area. This is not easy to do but if it can be accomplished, the returns to a community will normally be

far greater than the initial savings realized by perhaps investing in a parcel of land that may be available for a nominal price, but in a poor location from a community standpoint.

From an industrial development standpoint, Reidsville is handicapped to some extent by the fact that much of the vacant land in the Planning Area is not suitable for large scale industrial development because of the numerous valleys and steep slopes. There are several small sites scattered throughout the community that would possibly be suitable for one or two small industries. There are, however, very few (30 to 40 acre) level sites that are suitable for two or more large industries.

As a result of this situation, local industrial promoters can offer a choice of several sites to only the small industrial prospects. For the representatives of industries seeking large industrial sites, about the only suitable site that can be offered is the old airport property. It is interesting to note here, that within the past few years several small industries have located in the community, while the large industries have consistently bypassed Reidsville.

As one step toward alleviating this situation, it is suggested that the municipality or a development corporation acquire two or three large sites in areas that would be attractive to industry except from the topography standpoint. As time and money would permit, these areas could be graded and leveled, and utility lines could be extended into the areas if they did not already exist. If necessary this could be followed by constructing shell structures for prospective industries. This approach would be costly, but if acquisition and development costs could be scheduled over a five, ten, or twenty year period, the cost should not be prohibitive.

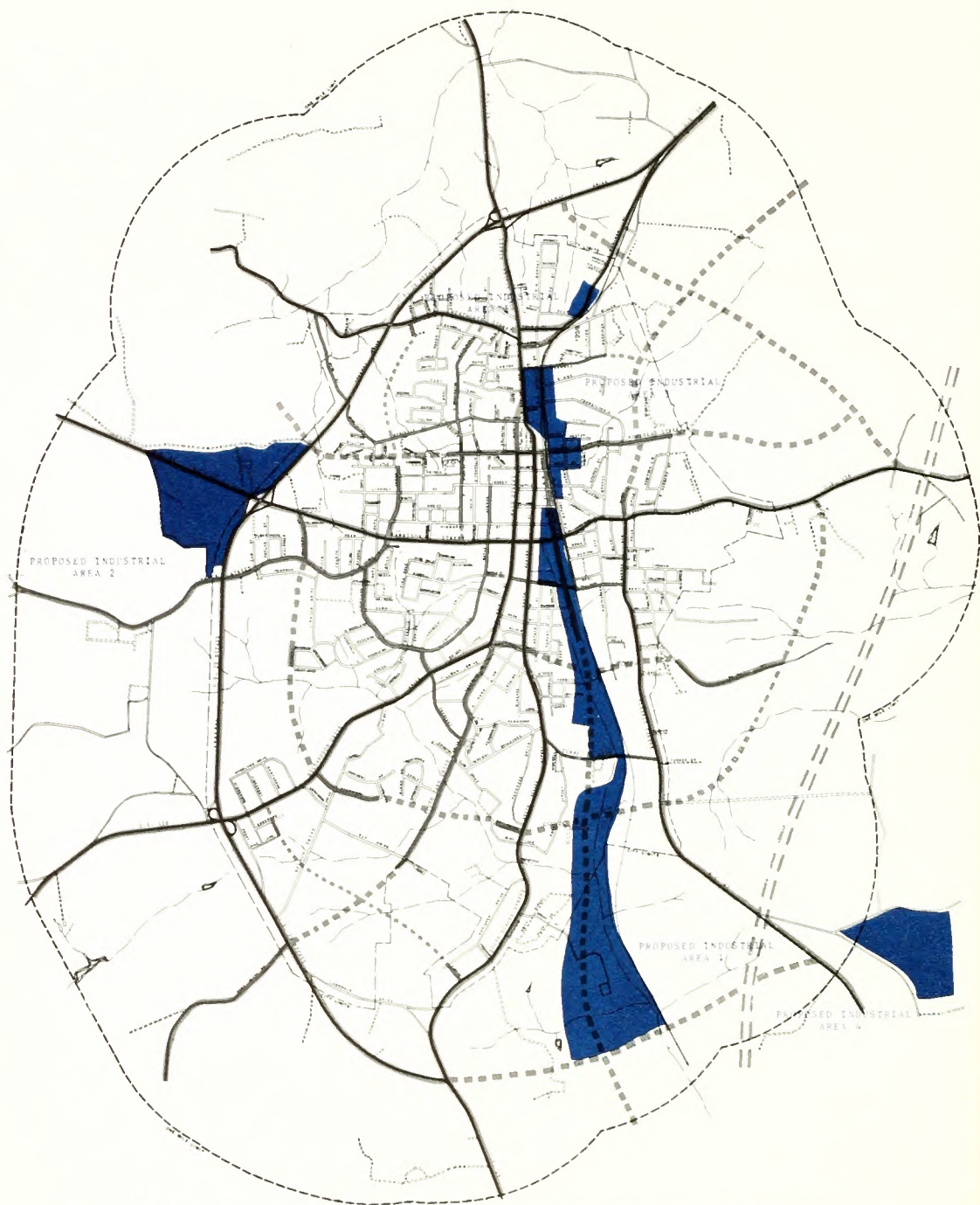
On the land development plan and on the map on page 42A five industrial areas are indicated, four of these areas contain several sites suitable for industrial development, either in the manner outlined above or by private developers. Following is a discussion of each of these areas.

Area 1: Area 1 extends along the western side of the Southern Railroad from Williams Street to the proposed southern thoroughfare south of the sewage treatment plant. In this area there are several acres of potentially prime industrial land. Currently, access to this area is very limited. By extending Way Street southward to the southern thoroughfare as indicated on the thoroughfare plan, this land could have adequate public access for industrial purposes. This entire area has a trunk sewer line extending through it and municipal water lines are available in the area.

Area 2: This area is located west of U.S. 29 bypass in the vicinity of the intersection of the bypass and N.C. 87 and N.C. 65. This is the only sizable area along the bypass that is suitable for industrial purposes. To the north the topography is rugged with slopes exceeding 30 percent in some places. To the south there are some areas where the land is not so rugged, but to permit industrial uses here would possibly destroy what is now the choice residential area in Reidsville.

Municipal water lines extend into some portions of the area, but a sewage pumping station would be needed if municipal sewer lines are extended into this area.

Area 3: This area is located east and northeast of the central business district adjacent to the Southern Railroad. It is currently rather heavily industrialized, however, there are a few additional parcels suitable for small industries. Most of the vacant land in the northern portion of this area should be used for off-street parking for existing industries. Municipal water and sewer lines now extend into this area.



REIDSVILLE PLANNING AREA
 ROCKINGHAM COUNTY
 NORTH CAROLINA

PROPOSED INDUSTRIAL AREAS



Area 4: This area consists of the old airport property. Except for the fact that this area is over one mile from the corporate limits, it is very suitable for industrial purposes. Municipal sewer and water lines extend into the area.

Area 5: This area is located on Madison Street adjacent to the Southern Railroad. As indicated on the plan and on the map on page 42A, this industrial area includes only the existing industrial uses. At a later date, when the thoroughfare system in this area is constructed and sewer lines are further extended into this section of the community, it may be desirable to extend this industrial area northward along Madison Street to the highway business area at the intersection of Madison Street and U.S. 29 bypass.

The above areas from a planning standpoint are the most suitable locations for large industries or concentrations of small industries in the Reidsville Planning Area. There are other locations scattered throughout the community that are possibly suitable for one or two small industries such as a textile plant or an electronics plant that would have few objectionable characteristics. Rather than to attempt to indicate these sites, the following standards should be used as a guide in determining the suitability of a particular site for industrial purposes.

Major Locational Factors of Particular Concern to Industries

- (1) Topography: Most industries are interested only in sites that are relatively level; (slopes less than five percent) well drained, and not subject to flooding.

- (2) Facilities and Services: Virtually all industries require water and sewer facilities and fire protection. Industries are normally not interested in how the facilities and services are provided and financed; rather, they are mainly interested in their adequacy and the cost to the industry.
- (3) Transportation Facilities: Most industries desire to locate either where rail facilities can be provided or adjacent to a major thoroughfare. The choice industrial sites are usually those that front on a major thoroughfare and back on a railroad spur.
- (4) Land Use: Industries are becoming increasingly interested in locating where they can be assured by the community that existing and proposed development in the area will not be incompatible with industry.
- (5) Visibility: Most industries desire to locate on sites adjacent to major thoroughfares where the industrial plant will serve as an advertisement to the general public.

Major Industrial Locational Factors That Should be of Concern to Communities:

- (1) Availability of Municipal Facilities and Services: Industrial sites should be either in or near the corporate limits where municipal facilities and services, i.e., water, sewer, and fire protection, are either provided or can be provided at a reasonable cost to the community. This factor must be considered even though an industry may

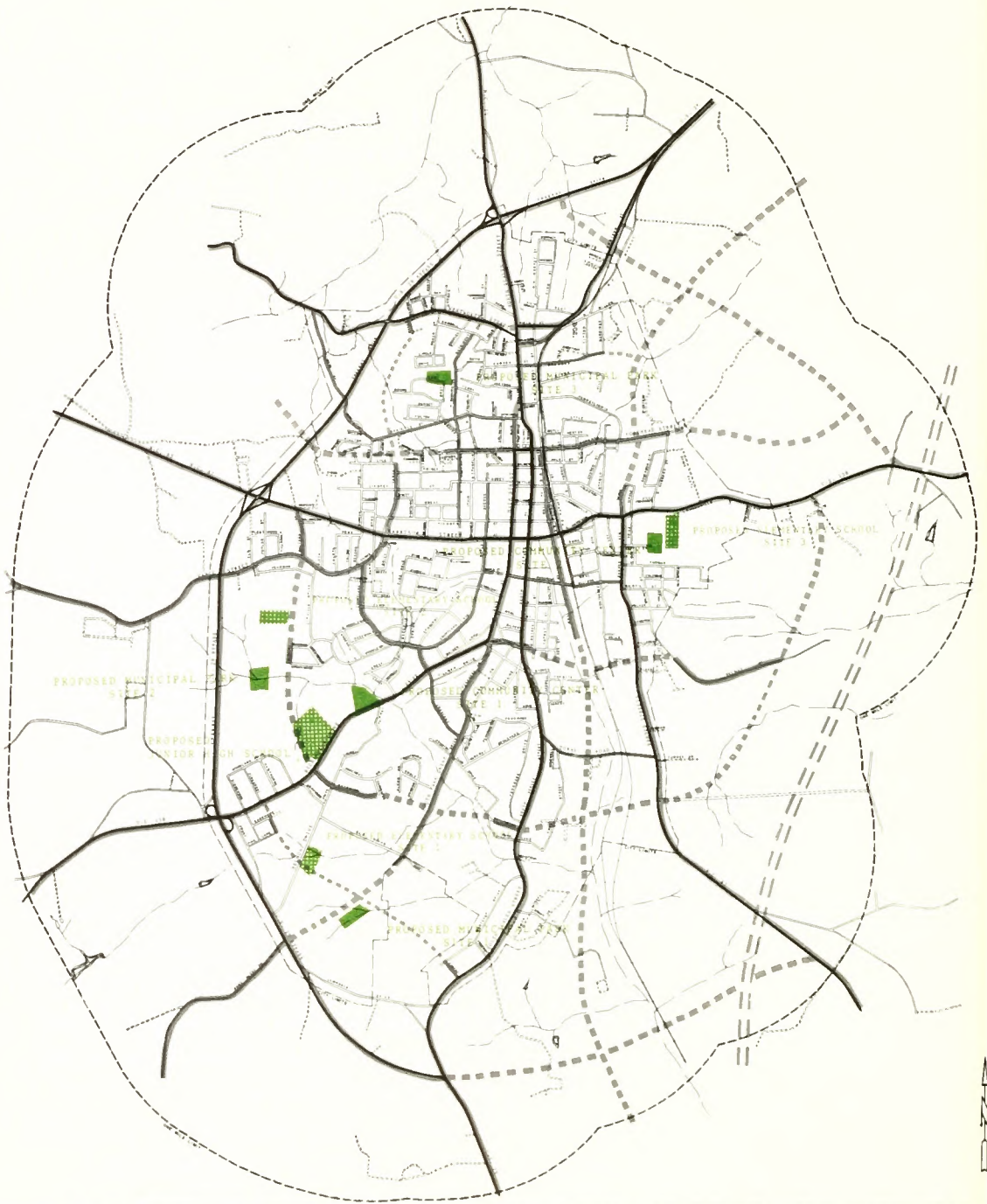
elect to provide its own water and sewerage system since at a later date the community may either be requested or find it necessary to provide water and sewer service, and possibly fire protection to the industrial site.

- (2) Accessibility: Industrial sites should be selected or permitted only in those areas easily accessible to and from the major thoroughfares in the area.
- (3) Land Use: Industrial sites should not only be protected from the encroachment of undesirable uses as mentioned above, but provisions also need to be made by the community to permit industrial sites only in areas where they will be compatible with the surrounding existing and proposed development.

SOCIAL AND CULTURAL DEVELOPMENT

In planning for the future growth of Reidsville, it is as necessary to plan and provide for the social and cultural facilities as it is for any of the other land uses discussed in this report. Unlike the other uses, however, the social and cultural uses are normally considered to be compatible with residences and therefore are often located in residential areas.

On the land use plan and on the map on page 45A only the proposed recreation facilities and school locations have been indicated because they are the large land users which normally must be planned for when an area is initially subdivided. Other social and cultural uses including churches, garden club centers, and social and civic clubs have not been



REIDSVILLE PLANNING AREA
ROCKINGHAM COUNTY
NORTH CAROLINA

PROPOSED SOCIAL AND CULTURAL SITES

 RECREATION SITE

 SCHOOL SITE



indicated because they are normally small land users and can be located within residential areas on vacant parcels originally subdivided for residential use. Whether or not the social and cultural uses are large or small land users, they should conform to a set of minimum locational standards such as those suggested on pages 49-50. Following is a discussion of the proposed social and cultural uses indicated on the land use plan on the map on the preceding page.

Proposed Recreational Sites

Municipal Parks:

Site 1: As the area around the Reidsville High School becomes more densely developed, a five to ten acre municipal park will be needed in this section of Reidsville. A proposed location for the park is indicated on the land use plan and on the map on the preceding page.

Site 2: A five to ten acre municipal park will also be needed between Richardson Drive and Vance Street when this area becomes more densely developed. One of several locations for this park is indicated on the land use plan and on the map on the preceding page.

Site 3: There is a need for a municipal park between Sprinkle and Wentworth Streets to serve this densely populated area. Site three is suggested as a location for this park. The topography is rather rugged on this particular site, which would make it unsuitable for an athletic field but still suitable for a play area with limited play equipment. The proposed location would be easily accessible from the surrounding residential areas.

Community Centers:

Two proposed sites for community centers have been indicated on the land use plan and on the map on page 45A. Following is a brief discussion of each of these sites.

Site 1: This site is one of the most suitable locations for a community center in the southwestern portion of Reidsville. To the north and east there are densely populated residential areas, and to the west and south is prime residential land that is being developed. Hence, within a few years this proposed site for a community center will be near the center of a sizable residential area. The proposed site is on a major southwest-northeast thoroughfare. If a community center were constructed on the proposed site, a connecting street from Richardson Drive to Brookwood Drive or South Woodleigh Circle should be constructed near the center.

Site 2: A community center is needed to serve the residential areas east of the Southern Railroad. One of the most suitable sites for a community center in this area would be site two, located east of Barnes Street between Lawsonville Avenue and East Street. Currently, this particular site is being used for a municipal ball field. If a center were constructed on this site, a connecting north-south street between Thomas Street, East Street, and Lawsonville Avenue should be constructed.

Flood Plains:

As new residential areas around the community are developed, the major flood plains should be reserved for recreational purposes. In some locations, these areas could be developed into parkways with residential streets paralleling the parkways; in other locations, the flood plains could either be developed as parks or left in their natural state thus providing open space in what might be

otherwise a densely populated residential area. By reserving the major flood plains as suggested it would serve a dual purpose in not only providing recreational areas but also making it possible for the municipality to have access to the streams for dredging purposes.

The above recreational provisions should be considered as the minimum recreational requirements for Reidsville for the next twenty years. A more detailed recreational study should be undertaken to determine what recreational facilities will be needed within the next twenty years, when each facility should be built, and how each should be financed.

Proposed School Sites

Elementary School Sites:

Site 1: As residential development intensifies in the vicinity of the high school, a need for an elementary school in this area will materialize. On the plan and on the map on page 45A, a suggested location for the school has been indicated.

Site 2: As the area north of Woodland Subdivision continues to develop residentially and as the population density increases, an elementary school will be needed. Site two indicates the general area where an elementary school should be located.

Site 3: It is not anticipated that there will be much residential development east of the Southern Railroad during the next twenty years. It is very probable, however, that during this period, many of the scattered vacant lots will be developed along with possibly a few new, but small subdivisions. The effect of this development will increase the number of elementary children in the area. Lawsonville Avenue School is currently operating near capacity, therefore, any significant increase in new students would

necessitate either enlarging the present facility or constructing a new facility. To enlarge the present structure and maintain a reasonable amount of open space around the structure would mean that several residential lots and dwellings would need to be acquired. An alternative would be to either replace or supplement this facility with a new school in the same general area. A suggested location for a new elementary school is indicated on the land use plan and on the map on page 45A.

Junior High School Sites:

In addition to Reidsville Junior High School on Franklin Street, a new facility adjacent to Washington High School is being constructed and another is being considered for a site near the high school. These two facilities should provide adequate junior high school facilities for the planning period.

Senior High School Sites:

No sites are proposed for senior high schools since the present facilities should be adequate for all of the senior high school students from the Reidsville area for the next twenty years.

Major Locational Standards for Social and Cultural Uses

- (1) Off-street parking for patrons and employees should be provided for all planned uses.
- (2) Entrances and exits to these facilities from public rights-of-way should be controlled. (distance from corners, width of curb cuts, distance between curb cuts, etc.)

- (3) Uses generating automobile traffic should be located near major thoroughfares.
- (4) Social and cultural uses providing a service to the residential areas in which they are located should be easily accessible to and from these residential areas.

THOROUGHFARE PLAN

THOROUGHFARE PLANNING

Basic Principles

Purpose of Planning

There are many and varied benefits to be derived from thoroughfare planning, but the primary reason for planning is to enable the urban street system to be progressively developed in a manner which will adequately serve anticipated future traffic demands. Thus, a cardinal principle of thoroughfare planning is that provisions be made for street and highway improvements so that, as needs arise, the feasible opportunity to make the improvements will exist.

In addition to including the improvements necessary to meet anticipated traffic, the thoroughfare plan should embody those details of good urban planning necessary to present a pleasing and efficient urban community. The location of present and future population and commercial-industrial enterprises greatly affect major street and highway locations; and, conversely, the location of major streets and highways within the urban area will to some degree influence the urban development pattern. This interaction requires that the thoroughfare plan be compatible with other components of the urban planning and development program.

Some of the major benefits to be derived from thoroughfare planning are: (1) A minimum amount of land will be required for street and highway purposes. (2) Each street can be designed for a particular purpose which leads to stability of traffic and land use patterns. (3) Because each street is designed for a particular purpose, a substantial savings can be realized in street construction programs and street maintenance costs. (4) Local citizens will know which streets will be developed as major thoroughfares and thus will have assurance that their residential street will not one day become a major traffic carrier. (5) Land developers will be

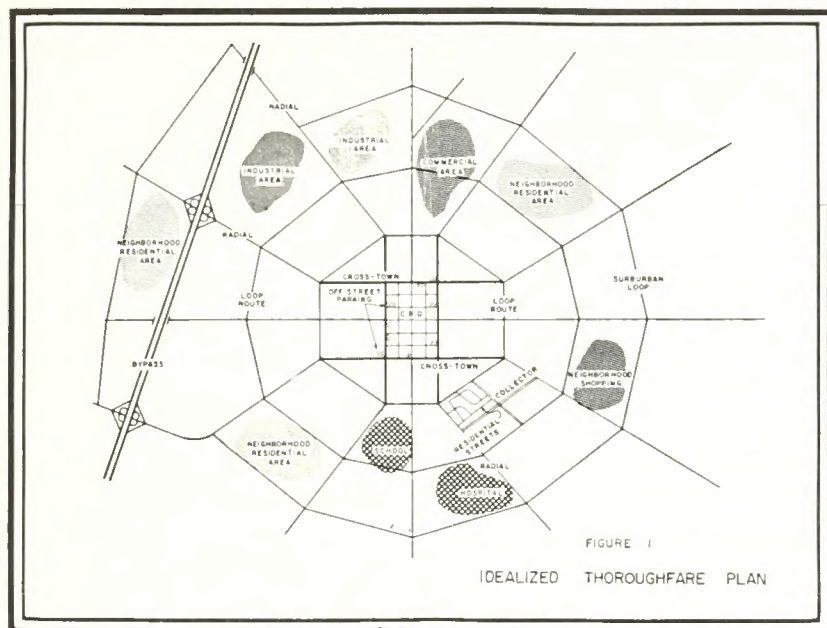
able to design their subdivisions so that subdivision streets will function in a non-conflicting manner with the over-all plan. (6) City Officials will know when improvements will be needed and can schedule funds accordingly. (7) School and park officials can plan and locate their facilities in desirable places with knowledge of land use and street system stability. (8) By understanding the thoroughfare plan and realizing where and approximately when necessary street widening and construction will occur, much can be done to eliminate irretrievable damage to property values and community appearance as is sometimes associated with major street widening and construction. For instance, new buildings and new tree plantings can be located so as to permit future street construction without damage to the buildings or trees.

Concept

The underlying concept of the thoroughfare plan is that it provides a system of streets which will permit movement of traffic from points of origin to points of destination with reasonable directness and ease. In order to do this economically, it is necessary that the street system be composed of several different types of streets, each designed to perform a specific function. Streets are classified and standards applied as follows: (See Figure I)

Residential Streets: The primary function of these streets is to provide access to abutting residential property. They are not intended to carry heavy volumes of traffic and should be located in such a way that only traffic with origins or destinations on these streets will use them. Through traffic movements can be discouraged by designing them as loops or as cul-de-sacs (dead-end streets with turn-arounds). In older sections of the city where a gridiron or checker-board street pattern may exist, discouraging through traffic

from using residential streets is more difficult. However, this may be accomplished by closing one end of a street or by using stop signs to increase resistance for through movement. Residential streets have one or two travel lanes with parking on one or both sides and should have 50 to 60 feet of right-of-way.



Commercial Streets: Commercial streets perform the function of providing access to abutting commercial development. They permit traffic to circulate in the commercial areas and to reach parking facilities near their desired destinations. These streets should have sufficient width to provide two traffic moving lanes, parking operations lanes, and parking spaces. Right-of-way should be 80 feet. If a commercial street is used as a thoroughfare, additional traffic moving lanes and additional right-of-way may be required.

Minor Thoroughfares: These are important streets in the city system and perform the function of collecting traffic from residential, commercial, or industrial streets and carrying it to the major thoroughfares. In some instances they may have the primary function of supplementing the major thoroughfare system by facilitating a minor through traffic movement. In either case, they may perform an additional function by also serving abutting residential, commercial, or industrial property. Minor thoroughfares should be designed to serve only a limited area, thus preventing their development as major thoroughfares and discouraging unlimited "cutting through" on them. Two or four traffic lanes may be required, depending upon traffic volumes, and parking may be permitted on both sides. Rights-of-way may vary upwards from a recommended minimum of 60 to 65 feet.

Major Thoroughfares: The major thoroughfares are the heavy traffic carriers of the city and function to move intra-city and inter-city traffic. The streets which comprise the major thoroughfare system may also serve abutting property; however, their major function is to carry traffic. Inasmuch as their function is to carry traffic, they should not be bordered by uncontrolled strip commercial development. Such development lowers the capacity of the thoroughfare significantly because of the high traffic generation and the large number of driveways. Under such circumstances each commercial driveway becomes an intersection with consequent danger and impedance to traffic movement. The entrances on major thoroughfares from commercial areas can be spaced and designed in such a way that entering traffic does not interfere seriously with the moving traffic on the street. Normally, major thoroughfares should border residential neighborhoods rather than run through them. In some instances, a major thoroughfare may be utilized as a buffer between two types

of incompatible land uses. Design standards applied to major thoroughfares vary according to the traffic carrying capacity and speeds planned for them. Usually, parking should not be permitted on major thoroughfares. They may have from two to six travel lanes with an extra lane at intersections for turning vehicles. A minimum street width of 48 feet is desirable at mid-block. In some instances narrow streets may function adequately because of low traffic volumes.

The above description of a street classification system has standards which are somewhat idealized because they are in terms of what would be desirable in a new town or under ideal conditions. In actual practice, the planning is done in an established city and compromises must be made. As an example, it is sometimes necessary to make an existing residential street into a major thoroughfare. The effect of this action on neighboring dwellings must be weighed against the need for the thoroughfare.

Idealized Major Thoroughfare System

The system of major thoroughfares form the basic framework of the urban street system. A system of major thoroughfares which is most adaptable to desired lines of travel within an urban area and that permits movement between various areas of the city with maximum directness is the radial-loop system. The radial-loop system can be broken down into several elements based on their specific functions. (See Figure I.)

Radial Streets: The radial streets provide for traffic movement between points located in the outskirts of the city and the central area. This is a major traffic movement in most cities, and the economic strength of the central business district depends heavily on the adequacy of this type of

thoroughfare. Radials are functional routes which usually establish themselves naturally and adapt themselves to topography.

The Crosstown System: If all the radial streets crossed at one point in the central area of the city, an unbearable traffic congestion problem would be created. To avoid this problem, it is very important to have a system of circumferential streets or interior crosstown streets which form a loop around the central business district. These crosstown streets carry traffic along the borders of the central business district as it moves from origins beyond the central area on one side to destinations beyond it on the other. This system also permits traffic to circle the business district and to enter the area near its destination. Usually the radials terminate at this crosstown loop with the exception of one or two radials in each of the major directions which may cross the central area. The effect of a good crosstown system is to relieve the streets of the central business district of unnecessary traffic; that is, traffic which has no destination there. The shopping area is thus freed to function as a pedestrian shopping area, and its streets serve solely for traffic circulation to parking areas and for loading and unloading of goods and persons.

The Loop System: The loop system is planned to carry traffic between suburban areas of the city without its having to go through or by the central business district where it would interfere with central area traffic. Although a loop may completely encircle the city, the typical trip will be from an origin near a radial thoroughfare to a destination near another radial thoroughfare; for instance, a trip from home to an outlying industrial area. The loop thoroughfares do not necessarily carry heavy traffic volumes, but function to

relieve congestion in the center of the city and shorten travel time. Usually the loop streets are irregular or straight in alignment rather than circular. There may be one or more loops depending on the size of the urban area, and they are usually one-half mile to two miles apart.

Bypass: A bypass is designed to carry traffic through or around the urban area, thus providing relief to the city street system by removing from it traffic which has no desire to be in the city. Bypasses are usually designed to through - highway standards with control of access. Occasionally a low traffic-volume bypass can be designed to function as a portion of an urban loop. The general effect of bypasses is to expedite the movement of through traffic and to improve traffic conditions within the city. By freeing the local streets for use by shopping and home-to-work traffic, they tend to increase the economic vitality of the local area.

THE REIDSVILLE STREET SYSTEM

The Reidsville Street system, as it exists today, represents a composite of streets and portions of streets that have been laid out by developers, often with the sole purpose of opening land for urban development. Unfortunately, many of the streets that have evolved through this process were not related to the existing streets or to any over-all circulation plan. As a result of this situation, the community has been and will continue to be plagued with circulation problems either indefinitely or until the municipality is financially able to correct them.

A cursory look at any street map of Reidsville will reveal numerous offset, unnecessary curves, and peculiarly laid out streets that leave small, odd-shaped lots, and in some instances small, odd-shaped blocks. The "jog" in Lindsey Street, the six point intersection on South Main Street, and the small, triangular-shaped block at the intersection of Sprinkle and Washington Streets very likely can be traced back to three or more developers who were not willing to align new streets with existing streets or even lay out new streets so that the land on both sides could be subdivided into usable residential parcels. The developers responsible for these three particular hazardous, and poorly planned areas are gone, but the problems they created remain.

Situations such as these have occurred time and time again throughout Reidsville until now there is only one north-south through street (Scales) and one east-west street (Harrison). Without considerable expense to the municipality, these will remain the only through streets.

It must be realized that it is the municipality's responsibility to review all plans for streets before they are laid out on the ground to insure that all proposed streets

will be located in such a manner that they will serve the best interest of the entire community. In the past the municipality has not assumed this responsibility. It is the developer's obligation and responsibility to relate any proposed streets to the thoroughfare system developed by the municipality. It should also be his obligation to plan the residential streets within any area that is to be developed in such a manner that the proposed streets will be compatible with the existing street system. In the past the developer has not assumed this responsibility.

If Reidsville ever hopes to have a reasonable circulation system or even work toward one, it must exercise its authority primarily through the local subdivision regulations to insure that all new streets are properly designed and laid out so that they will compliment rather than obstruct the implementation of the thoroughfare plan.

Following is a discussion of major circulatory problems in the community.

Central Business District:

Because Reidsville is deficient in loop streets, nearly all the local traffic is channeled into the central business district where it conflicts with pedestrians and with shoppers attempting to park. As Reidsville has developed in a linear fashion along Scales Street, most of the automobile traffic entering the central business district either comes from the north on Scales Street or from the south on Main Street or Scales Street. East-west movements into or through the central business district are relatively small with most of the traffic limited to Morehead Street.

Within the central business district, Scales Street and Main Street are the more heavily traveled streets while Market Street has traffic volumes less than half that of either Scales or Main Streets as indicated on the map on the following page. The low volumes on Market Street can be

mainly explained by the fact that even though it borders the central business district, it is a narrow, congested street, dead-ending both north and south of the central business district.

Street rights-of-way and pavement widths vary considerably within the central business district. As a result, where it might be financially possible for the municipality to make street improvements in one block within the existing rights-of-way it may not be possible to project the improvement all the way through the central business district, even though it may be on the same street because of changes in rights-of-way widths. Scales and Main Streets, as examples, have 60-foot rights-of-way in the vicinity of Morehead Street. In the vicinity of Settle Street the rights-of-way are 40 feet. Because of this variance in widths, any major improvements on either of these two streets will be governed to a great extent by the minimum right-of-way widths along these streets.

Radial Facilities:

There are several radial facilities leading into the central portion of Reidsville. Barnes Street and Lawsonville Avenue represent the major radial streets east of the Southern Railroad; and Scales Street, Richardson Drive, Harrison Street, Wentworth Street, and Madison Street represent the major radials west of the railroad. None of these streets intersect in the central business district; rather, the northern radials intersect with Scales Street north of the central business district and the central and southern radials intersect with Scales Street and/or Main Street south of the central business district. This is good in that it reduces the turning movements in the central business district. The radial streets do, however, create

points of congestion where they intersect. For example, Richardson Drive, South Park Drive, and Scales Street intersect in the vicinity of the standpipe and Wentworth, Scales, and Madison Streets intersect two blocks north of the American Tobacco Company's plant.

If traffic circulation in these two areas is improved and if Morehead and Way Streets and South Park Drive are extended as indicated on the thoroughfare plan, the existing radials should be adequate for the planning period, provided pavement widths are widened as traffic volumes increase.

Loop Facilities:

There are no loop or circumferential streets in Reidsville; in fact, an analysis of a map of Reidsville will reveal that there are very few connecting streets between the major radial streets. The lack of these facilities is the major contributor to the traffic congestion in the downtown area and the heavy volumes of traffic on streets such as Courtland Avenue, Country Club Drive, and Allison Street which were designed as residential streets.

What can be done to alleviate this deficiency? Unfortunately, in the developed areas, very little can be done without considerable expenditures on the part of the municipality. In some specific locations, discussed under the thoroughfare plan, the need is or will become sufficient during the planning period to merit sizable expenditures to develop at least portions of a loop system.

In the undeveloped areas of Reidsville, a system of loop streets and connecting streets between major radials can be insured if (1) developers are required to relate proposed streets to the thoroughfare plan, and (2) if the municipality will assume the responsibility for constructing, as necessary, the segments of the thoroughfares in those areas not suitable for urban development.

STATE-MUNICIPAL ADOPTION

Article 3A, Section 136-66.2 of the Road and Highway Laws of North Carolina requires that each municipality, with the cooperation of the State Highway Commission, develop a comprehensive plan for a street system that will serve present and anticipated volumes of vehicular traffic in and around the municipality. The State Highway Commission may provide financial and technical assistance in the preparation of such plans.

After completion and analysis of the plan, the plan may be adopted by both the governing body of the municipality and the State Highway Commission. As part of the plan, the governing body of the municipality and the State Highway Commission shall reach an agreement as to which of the existing and proposed streets and highways included in the plan will be a part of the State Highway System and which streets will be a part of the municipal street system.

Either the municipality or the Commission may propose changes in the plan at any time by giving notice to the other party, but no change shall be effective until it is adopted by both the Commission and municipal governing body. The party desiring the change should submit the proposed change together with supporting data to the other party for their approval.

THOROUGHFARE PLAN

Proposed traffic circulation improvements for the Reidsville Planning Area are discussed and graphically illustrated in this section. The Reidsville Thoroughfare Plan was adopted by the City Council on October 16, 1963, and mutually adopted by the North Carolina State Highway Commission on December 5, 1963. Currently, the municipality, working with the commission, is designating the streets that will be on the State Highway System -- using as a guide the adopted thoroughfare plan. ^{1/}

Central Business District:

The existing street system channels much of the local traffic into the central business district and as a result, traffic volumes currently are unusually high on most of the downtown streets. In the coming years, if the circulation system in this area is not improved, congestion will increase to where more and more people will do their shopping elsewhere.

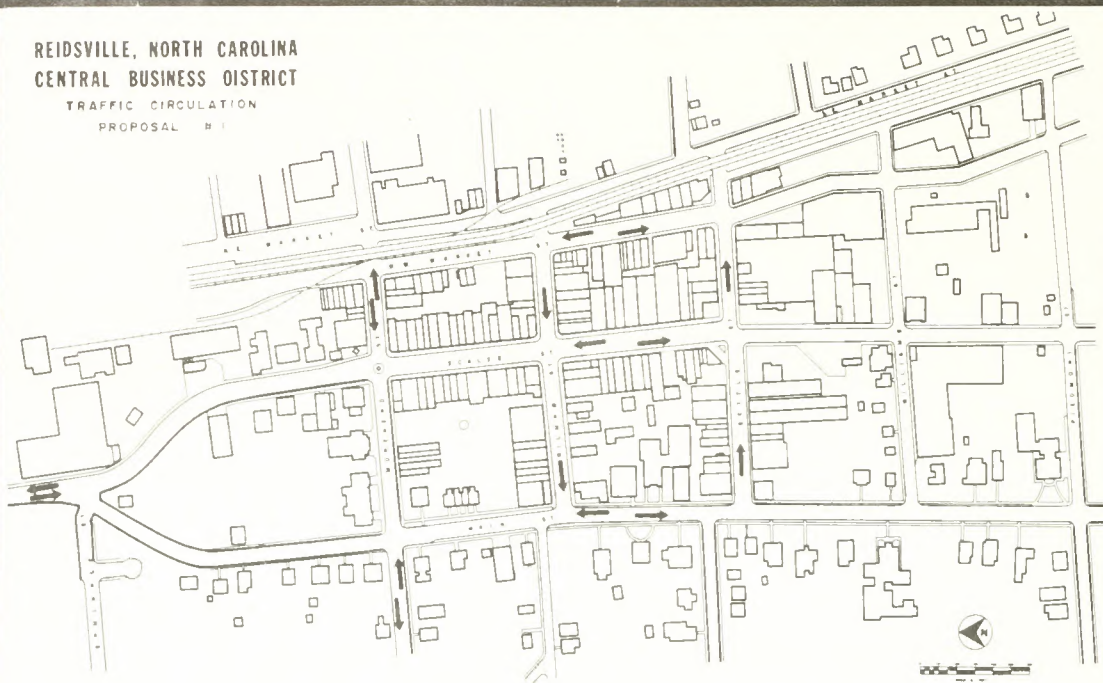
Two proposed traffic circulation plans have been developed for the central business district. Proposal number one would be the easiest to implement and the least costly. It would, however, be only a temporary solution to the circulation problems in the downtown area. Proposal number two would be costly but it would indefinitely alleviate most of the traffic circulation problems in and around the central business district.

^{1/} Copies of the adopted thoroughfare plan are available in the Municipal Building.

REIDSVILLE, NORTH CAROLINA
CENTRAL BUSINESS DISTRICT

TRAFFIC CIRCULATION

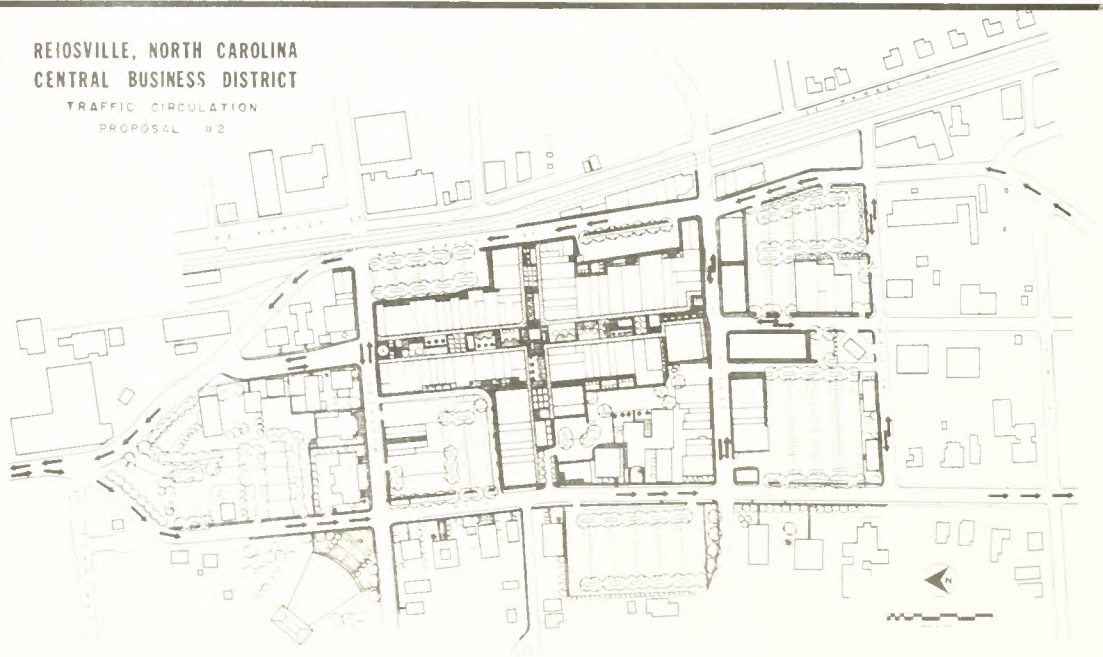
PROPOSAL # 1



REIDSVILLE, NORTH CAROLINA
CENTRAL BUSINESS DISTRICT

TRAFFIC CIRCULATION

PROPOSAL # 2



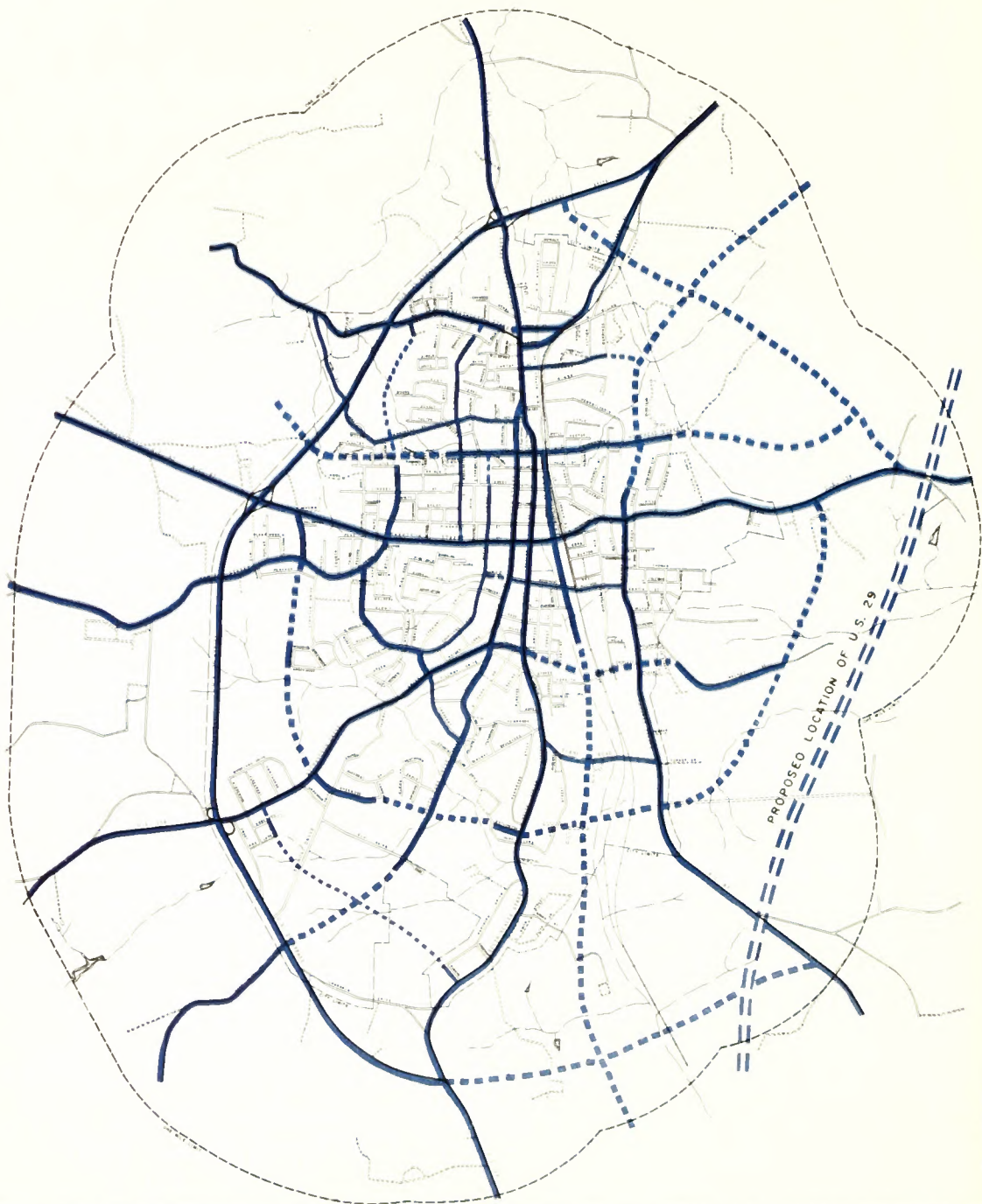
Proposal Number One: In this proposal, primarily the existing street system would be used. The success of this proposal would depend upon:

- (1) removing on-street parking near the street intersections in the downtown area so that turning lanes could be provided;
- (2) improving channelization and signalization at all intersections in the central business district;
- (3) resurfacing the bad portions of East Market Street from Field Street to at least Harrison Street;
- (4) connecting Main Street to Scales Street near Sprinkle Street;
- (5) possibly making Gilmer Street one-way west and Settle Street one-way east.

To minimize the cost of implementing this proposal, rather than acquiring additional rights-of-way in those areas where pavement widths are narrow, on-street parking could be removed.

Proposal Number Two: This proposal incorporates items one through four of proposal number one. In addition, a connecting street between Scales Street and East Market Street is proposed both north and south of the central business district. This would channel traffic going to the business district into the proposed parking lots and provide a "bypass" around the business district for the remaining traffic. In this proposal Scales Street would be closed between Morehead Street and Settle Street and all of Gilmer Street would be closed.

In both proposals Harrison Street, Main Street, East Market Street, and Morehead Street would serve as the "cross-town" streets.



REIDSVILLE PLANNING AREA
 ROCKINGHAM COUNTY
 NORTH CAROLINA



THOROUGHFARE PLAN

- MAJOR EXISTING THOROUGHFARE
- MAJOR PROPOSED THOROUGHFARE
- MINOR EXISTING THOROUGHFARE
- MINOR PROPOSED THOROUGHFARE

Radial Facilities:

The existing radial facilities should be reasonably adequate for the planning period, provided Morehead and Way Streets and South Park Drive are extended as indicated on the thoroughfare plan.

To aid in alleviating the congestion on North Scales Street where it intersects with Wentworth and Madison Streets it is recommended that:

- (1) Madison Street between Scales Street and Field Street be made one-way east;
- (2) Field Street between Scales Street and Madison Street be made one-way west;
- (3) later, as traffic volumes increase in this area, Field Street should be extended in a southwest direction to intersect with Wentworth Street.

To aid in alleviating the congestion at the six point intersection near the standpipe south of the central business district it is recommended that:

- (1) Main Street be aligned with Pennrose Drive;
- (2) Richardson Drive be aligned with Truck Lane;
- (3) Northup Street be tied into Pennrose Drive approximately two hundred feet south of the intersection of Richardson Drive and Main Street;
- (4) Fillman Drive be tied into Pennrose Drive approximately four hundred feet south of the intersection of Richardson Drive and Main Street.

To undertake these modifications it would be necessary to widen Pennrose Drive and channel traffic off South Park Drive onto Pennrose Drive at the intersection of these two streets.

Loop Facilities:

As most of Reidsville's circulation problems are caused by the lack of loop streets and through connecting streets between major radials, many of the proposed improvements indicated on the thoroughfare plan are related to these streets.

To facilitate in the discussion of the proposed improvements, the improvements in each quadrant of Reidsville will be discussed separately.

Proposed Improvements North of Harrison Street and West of Scales Street: It is recommended that Washington Avenue be extended one block north of where it now ends to intersect with Wentworth Street across from Johnson Street; Washington Avenue should also be extended one block south to intersect with Harrison Street, as indicated on the thoroughfare plan. By making these improvements, Washington Avenue would serve as the only through connecting street between Harrison Street and Wentworth Street west of Scales Street. At a later date it may be desirable to connect Franklin Street into Wentworth Street on the north and Harrison Street on the south to develop a one-way pair. Because both of these facilities extend by Franklin Street School, sidewalks should be installed along these streets either before or at the time these streets are extended.

It is recommended that Vance Street be extended approximately 800 feet to the north of where it now ends so that it will intersect with Sprinkle Street. This would make it possible for much industrial traffic from the southwest to "bypass" the central business district. Before or at the time this is undertaken Sprinkle Street between Washington Avenue and Scales Street should be widened and sidewalks installed. After this is completed, it would be desirable to extend Vance Street northward from Sprinkle to Wentworth Street. This would improve the access to Washington High

School and the adjoining elementary school as well as reduce some of the traffic on Washington Avenue and Scales Street.

Proposed Improvements East of Scales Street and North of Lawsonville Avenue: It is recommended that Barnes Street be extended northward to Morehead Street. By making this improvement the central business district would be easily accessible from the residential areas east of the Southern Railroad. Traffic volumes would also be reduced on Harrison Street and Lawsonville Avenue west of Barnes Street. Consideration should also be given to extending Barnes Street north of Morehead Street to Narrow Gage Road (N.C. 2552).

It is recommended that the northern connector between U.S. 29 bypass and U.S. 158 be constructed in the approximate location indicated on the thoroughfare plan. Ideally, this connector should tie into N.C. 14 but because of rugged topography and urban development at the northern end of this proposed facility, the cost of making this modification would probably be prohibitive.

Proposed Improvements South of Lawsonville Avenue and East of Scales Street: It is recommended that Truck Lane be extended east of Scales Street to tie into Triplet and Barnes Streets. This improvement would aid in reducing the congestion near the standpipe, provide access to the proposed industrial area along the Southern Railroad, and divert some of the crosstown traffic away from Main Street, Scales Street, and Harrison Street, all of which currently carry heavy volumes of traffic. If this proposal is undertaken, consideration should be given to extending Triplet Street eastward to Walnut Street.

The proposed segment of the loop thoroughfare through the residential area west of Scales Street intersects with Scales Street at Watlington Drive. It is recommended that

after the western portion of this thoroughfare is completed, it be extended eastward across the Southern Railroad to Barnes Street and then as the area east of Barnes Street develops, northward to Lawsonville Avenue.

The proposed southern connector between U.S. 29 and N.C. 87 should be located in the approximate location indicated on the thoroughfare plan.

Proposed Improvements West of Scales Street and South of Harrison Street: There is a noticeable lack of through streets connecting the radial thoroughfares in this quadrant of Reidsville. This deficiency in the past has not been too noticeable as most of the traffic movements have been along the radials into the central business district. As the urban development expands and as traffic generators such as schools, recreational facilities, etc., begin appearing one-and-a-half to two miles from the central business district, more and more people will want to travel between two or more points in the fringe area. If connecting streets are not provided, motorists are still going to travel the shortest route to their destinations, even if it necessitates traveling on narrow residential streets and negotiating several turns. This situation is currently beginning to develop in some areas where motorists wind through residential areas on streets such as Country Club Drive or Crescent Drive rather than travel into the central area where they can get on a radial facility to take them to their destination.

If segments of a loop system are not provided in the fringe areas of this quadrant that are now being developed, it will not be possible to get to the high school, Pettigrew Park, the proposed junior high school, or even to a radial to get into the central business district without first winding through residential areas.

VIRGINIA

LEGEND

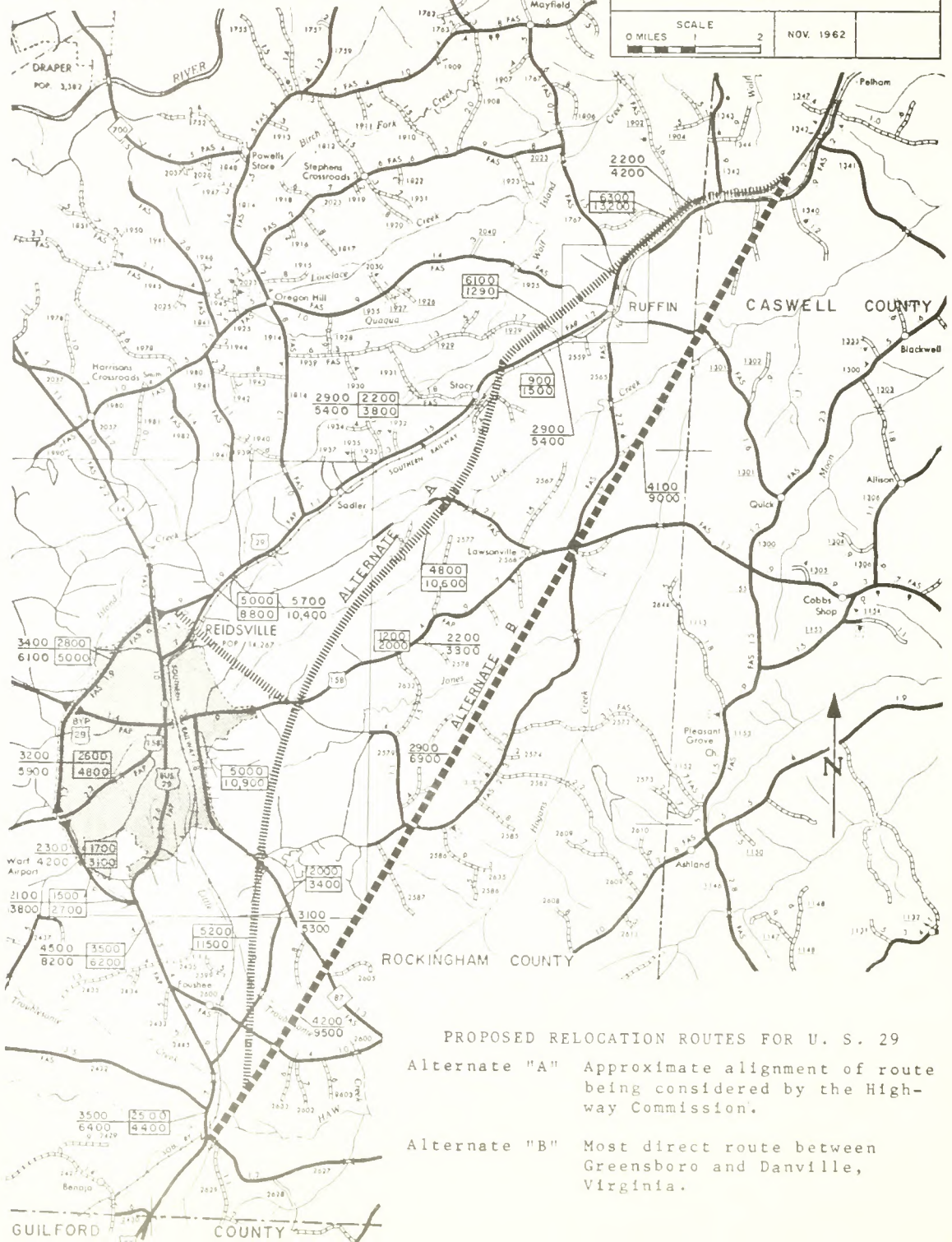
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ADVANCE PLANNING DEPARTMENT
NORTH CAROLINA STATE HIGHWAY COMMISSION

U.S. 29 GUILFORD COUNTY LINE TO RUFFIN

SCALE
0 MILES 1 2

NOV. 1962



PROPOSED RELOCATION ROUTES FOR U. S. 29

Alternate "A" Approximate alignment of route being considered by the Highway Commission.

Alternate "B" Most direct route between Greensboro and Danville, Virginia.

Two major connecting thoroughfares are proposed. The most important of the two would start at the intersection of Harrison Street and Walters Street and extend southward, to Richardson Drive. From this point it would extend in a Southwest direction to South Park Drive near the high school, and then eastward to Watlington Drive near Pettigrew Park; later as was pointed out above, it should be extended to Barnes Street and then on to Lawsonville Avenue.

The other proposed connecting facility would extend from Richardson Drive southeastward to Eugene Street south of Pettigrew Park.

Bypasses:

Reidsville has one bypass near the western corporate limits; this facility should be adequate for the planning period, provided it does not become heavily commercialized with strip-type development, and provided access points to the bypass are controlled.

A new bypass facility is proposed east of Reidsville. As indicated on the preceding page, this facility as planned, will be a four-lane divided highway with interchanges at N.C. 87 and U.S. 158. The northern connector, as proposed, would intersect with U.S. 158 a few hundred feet east of the proposed interchange and the southern connector would intersect with N.C. 87 at the proposed bypass interchange.

THOROUGHFARE RECOMMENDATIONS

In addition to the numerous recommendations made throughout this section that pertain to specific improvements, the following general recommendations should also be considered:

- (1) that a municipal fund for street improvements be created and that annually, money be budgeted to this fund;
- (2) that the municipality only accept streets for dedication that are laid out in accordance with the provisions set forth in the local subdivision regulations and in conformity with the adopted thoroughfare plan.
- (3) that future street lines be established for all elements of the thoroughfare plan and that the proposed rights-of-way be acquired or protected.

PRIORITIES

Following is a listing of proposed priorities for the major street improvements. This listing will need to be frequently reviewed and revised as necessary to reflect any unanticipated growth trends and/or unanticipated changes in traffic volumes.

1st Priority:

- (1) Extension of Vance Street to Sprinkle Street.
- (2) Extension of Washington Avenue to Wentworth Street.
- (3) Extension of Barnes Street to Morehead Street.
- (4) Construction of a connector between North Main Street and North Scales Street.

2nd Priority:

- (1) Extension of Way Street south to Turner Road.
- (2) Modification of the six point intersection on South Main Street. This includes widening Pennrose Drive between South Park Drive and Harrison Street.
- (3) Extension of Washington Avenue to Harrison Street.
- (4) Extension of Maple Avenue to Morehead Street.
- (5) Extension of Field Street to Wentworth Street.

3rd Priority:

- (1) Extension of Morehead Street west to the bypass.
- (2) Extension of Truck Lane to Barnes Street.
- (3) Extension of Vance Street from Sprinkle Street to Wentworth Street.
- (4) Extension of Watlington Drive to Barnes Street.
- (5) Extension of South Park Drive to Port McCoy Road.

4th Priority:

- (1) Extension of Barnes Street north to Narrow Gage Road (N.C. 2552).
- (2) Extension of Watlington Street northeast from Barnes Street to Lawsonville Avenue.
- (3) Extension of Roanoke Street eastward to Barnes Street extension.
- (4) Extension of Triplett Street to Walnut Street.

Unassigned:

- (1) The segments of the two proposed loop systems in the southwestern quadrant of Reidsville

have not been given a priority. Nevertheless the rights-of-way for these proposed thoroughfares should be acquired or reserved as soon as possible; the actual construction of these thoroughfares can take place at a later date when the southwestern quadrant becomes more densely developed.

- (2) The segments of the proposed thoroughfare system east of Scales Street that have not been assigned to a priority should be constructed at the time the proposed bypass is constructed or shortly thereafter.

IMPLEMENTATION

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There are numerous "tools" available for implementing portions of this land development plan, but unless the local citizens, individually and cooperatively, support this plan or a revised edition of this plan for community-wide improvement, the desired results will not be achieved. It is therefore suggested as an initial step toward implementation that this plan be widely publicized in an effort to inform the local citizenry of its merits and objectives. If there are elements of the plan that are not acceptable, they should be changed to be made acceptable provided that the changes will not destroy the over-all plan of development. The important thing is to have an adequate, but pleasing development plan to guide Reidsville's growth.

Once this is accomplished, the community can begin charting a course that will lead to the fulfillment of the plan. There are certain legal tools such as zoning and subdivision regulations that are available, but unless the plan is backed by public interest and support to the degree that the local social and civic organizations, as well as private citizens, will attend planning board meetings and council meetings to defend the plan when it is being challenged, the plan will soon either be amended until it loses its cohesiveness; or the limited tools available for implementing portions of the plan will either not be adopted or if adopted, generalized and amended to the point that they will become useless.

Implementation Recommendations:

- (1) The land development plan and the thoroughfare plan should be publicized so that local residents and developers will be familiar with the plans and their objectives.

- (2) Developers should be encouraged to use the land development plan and the thoroughfare plan as general guides for determining the use of land and the location of proposed streets in the Reidsville Planning Area.
- (3) The municipal governing body should use the land development plan and the thoroughfare plan as general guides for making decisions pertaining to the extension of water and sewer lines and for making street improvements.
- (4) The planning board and council should use the development plan and the thoroughfare plan as general guides for evaluating requests for zoning amendments.
- (5) A capital improvements program (a long range financial plan) should be adopted, and selected elements of the development plan and thoroughfare plan should be programmed into future annual municipal budgets.
- (6) All codes and ordinances should be rigidly enforced.
- (7) The municipality should explore the feasibility of undertaking urban renewal and public housing programs to "clean-up" the blighted areas and provide reasonable housing for the low income families.

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